

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 2, 1929

Before the Travelers Start

In Every Publishing Office the Sales Conference Is Taking on Increasing Importance

Howard C. Lewis

Dodd, Mead & Co.

THE "Sales Conference" that extends over a period of days and occurs at least twice a year in every publishing house is becoming an increasingly important factor in presenting the new books to the trade. No longer does the salesman bid farewell to family and friends, gather a few samples hurriedly, and plunge forth on his trip after a hasty inspection of the printed announcement list. No longer is he permitted to supplement a casually acquired and superficial knowledge of his books with a "selling talk" based on his own conception of what they may contain. On the contrary, the Sales Conference, rightly conducted, supplies him with every possible and available detail of content, manufacture, and advertising in connection with each book he is to sell.

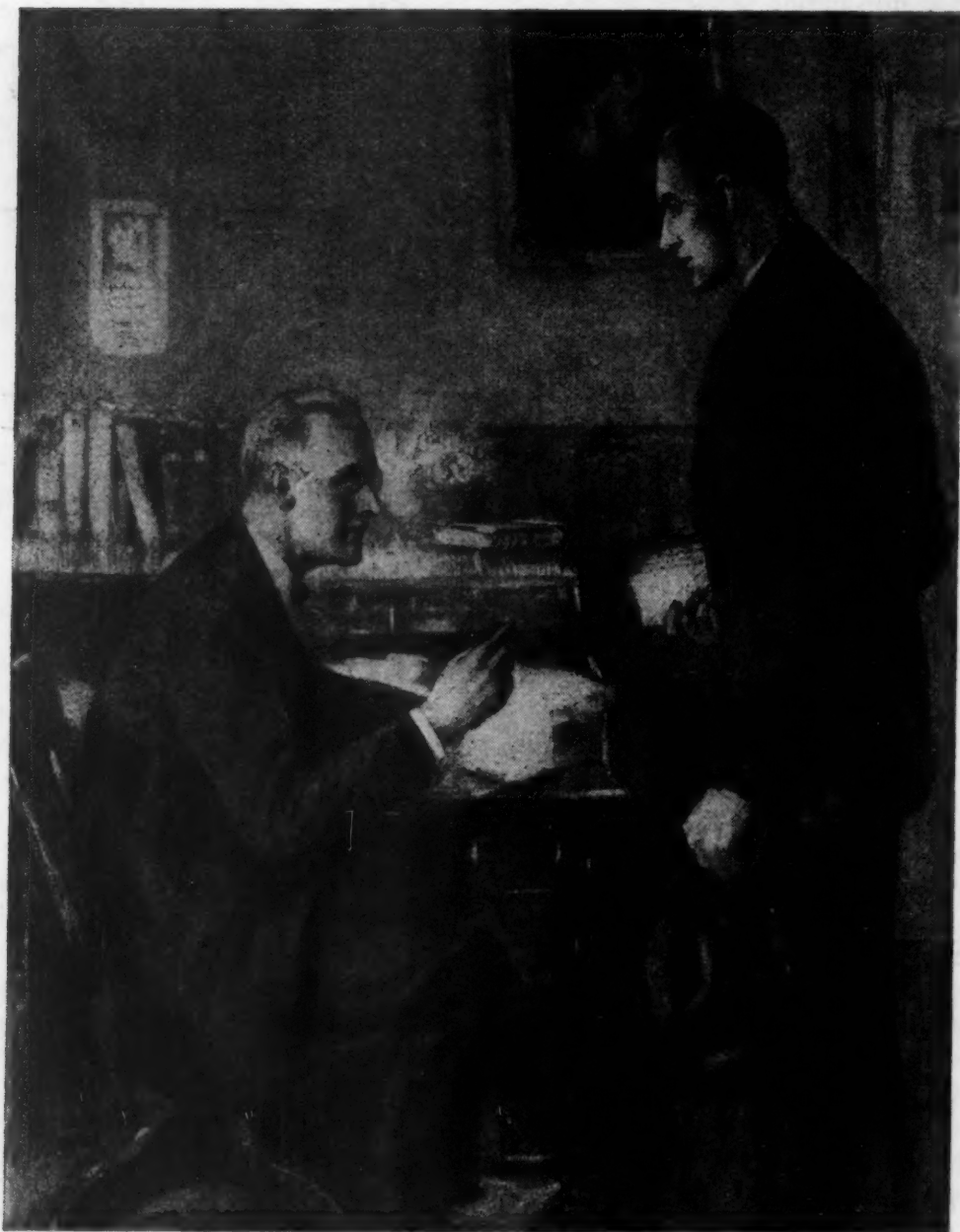
The Conference is in reality a sort of dress rehearsal—the books pass one by one across the stage—and nowhere in their career will they find a more critical audience. Each department of the publishing organization is called upon to play its part, too, and to accept the judgments passed upon it. Let us sit in a typical meeting for a moment and follow the discussion.

The book under consideration is a novel. Mr. V. of the Editorial Department has described the plot briefly and compared it to the author's previous work. Each member of the sales force is expected to have read all books of fiction for himself,

and while this is not always possible, those who have read it add their impressions to Mr. V.'s review.

Mr. W. of the Manufacturing Department then displays the jacket and cover, which rarely meet with unqualified approval. Opinions on jackets are as many and various as there are people to express them, and Mr. W. generally has an unhappy time of it. Color and design are considered for their display value; flap matter and "blurbs" for their appeal to the prospective customer. Not infrequently, as the result of a Sales Conference discussion, the jacket is discarded entirely, even though it may represent a considerable investment in artist's fee and color plates, and Mr. W. is directed to try again, with a dozen different suggestions as to how that jacket should be made, ringing in his ears. No less attention is given to binding and end-papers and other details of make-up, all important in the hoped-for result. There is no doubt that many books have been "made" by their attractive manufacture, while others have failed to fulfil expectations because of a poor jacket or uninviting format; and the improved final book is frequently the result of suggestions in conferences.

The matter of manufacture having been considered, Mr. X., who directs advertising, then presents his plans and is advised freely! The advance appropriations and



schedules for magazine and newspaper advertising are outlined and usually pronounced entirely inadequate! As far as possible, "copy" and "layouts" are shown, and frequently the salesman is able to include such material with his samples.

Following the advertising director, the head of the Publicity Department outlines campaigns to be carried on, generally outside of the bookselling field—such matters as news stories, editorial comments, radio talks and "stunt" programs of various sorts, information about which is of great importance to the traveler who is best able to make with the bookseller whatever arrangements are desirable for a full exploitation of the undertaking. Publicity directed to booksellers and librarians is also out-

lined, particular attention being given to the avoidance of over-emphasis—a matter the importance of which is often overlooked—and to the effective co-operation of the spoken message of the salesman with the written or printed story from the publicity desk. The use of postcards, posters and general display is determined, and Mr. X., the advertising director, retires pondering on his appropriations.

Mr. Y., the Sales Manager, has been much in evidence during the entire discussion, and he usually sums up the sales possibilities. Paradoxical as it may seem, it is his responsibility to see that enough but not too many of the book is sold.

Such is the usual procedure, but each book presents a different problem. The

miscellaneous non-fiction sections of the list demand the greatest special attention. Travel books must be carefully manufactured, and their sale is somewhat seasonal; volumes of biography are apt to be of particular interest in certain localities; books on sports, gardening, popular science, poetry and drama are issued to a widely differing public. The various aspects in these fields of potential sales must be fully realized by the salesmen.

In these meetings the work of the various departments is co-ordinated, and the sales force plays an important part in influencing the work of each. The effect is to publish books with increasing regard

for detail, and with the bookseller and public uppermost in mind. The effect on the salesman is to provide information which in turn is invaluable to the buyer. With a definite and thorough knowledge of his books, the salesman can outline their possibilities adequately and is in less danger of overselling and falling a victim to his own enthusiasm.

The publisher's aim ultimately is to sell his books to the public in partnership with the bookseller and he is finding that the most thorough equipment he can give his salesmen is promoting that partnership, and that it is well worth the expense and energy and time it costs.

American Books in Europe

H. A. Horwood

Foreign Representative for American Publishers

THE matter of marketing books in Continental Europe, strange as it may seem, is something that no American publisher, until recently, has attempted with any degree of thoroughness. Even today, some American publishers believe that the English publisher has some sort of prior rights to this market, even on books that originate in America.

Publishers say that they would like to have their books sell in Europe but that most of their better titles are eventually issued in England and that therefore they are not able to sell them on the Continent. These publishers take it for granted that when an English publisher contracts for a book of American origin he takes over the whole world with the exception of the United States and Canada. Whereas as a matter of fact, the standard form contract in such cases gives the English publisher only Great Britain and her

Colonies, which certainly leaves the rest of the world including Europe, if not exclusively in the hands of American publishers, at least open territory for whoever goes out and gets the business.

Until I had the temerity about two years ago, to attempt to sell American books in the European market, the field so far as active solicitation is concerned was confined quite exclusively to the English publishers. Outside of Paris, I was in many cases the first American

book representative that the dealers had ever seen and was looked upon as quite a curiosity.

More than three-quarters of the books that I have sold in this market have been non-fiction. They quite uniformly follow the same trend as in America with the difference, however, that the scope is narrower here than there. For instance, a book treating American customs that

MR. HORWOOD is in a position to know the problems of marketing books in Europe for, as representative for American publishers, he travels all over the Continent. His headquarters are in Paris, 24, Quai de Béthune. Mr. Horwood, who has been spending a short time in this country, has returned to Europe to continue his promotion of American books abroad.

would have a fair sale in America, will practically be unsalable in Europe. "Let Freedom Ring," may have had a good sale in America, but it did not sell in Europe, and biographies of men like Hearst, Martin Van Buren and even "Meet General Grant" found no response in Europe, while on the other hand, "The Story of Philosophy," "Strange Interlude," "The House of Rothschild," sold over here fairly well.

Just how big is the market for American books in Europe is hard to say but there are certain known facts that would lead one to become fairly optimistic. It is generally admitted by all European dealers that three-quarters of their customers and probably nine-tenths of their sales are to Americans. On the other hand, the selections from which these American must choose their reading matter consists of at least 90% books of English origin. A little arithmetic with these figures as a basis added to the fact that traveling Americans are exceedingly patriotic and expatriated Americans are generally even more so, would lead one to believe that there are considerable possibilities for an increase for American books in the European market.

Fortunately, however, for the future of American books in Europe, the English publishers in recent years have done very little active work in selling on the Continent. Of course, they all cover Paris twice a year and occasionally skirt along the coasts through Belgium and Holland, but the rest of the Continent is practically untouched. So far as I know there is only one representative who travels on the Continent outside of Paris, and he is a free lance representing some half a dozen publishers. One or two other attempts have been made to cover Switzerland and Italy but these experiments were never repeated. I have made four trips through Italy and Switzerland during the last two years and this, I believe, constitutes a record for either folly or wisdom, the future will have to determine which.

At the present time, I believe that at least 90% of the books in the English language sold on the Continent are published in England. There are several reasons, some of which are already disappearing and most of which can eventually be over-

come. The chief reason, up to the present, for this near monopoly of the English publishers is the fact that the European booksellers' knowledge of American books and authors has amounted to almost nothing. From time immemorial, Continental booksellers have instinctively looked to London whenever they thought of the English language. They generally subscribe to an English trade paper and to the London *Times Literary Supplement* and they receive most of the English catalogs. What little knowledge they had of American books was picked up only incidentally.

There is practically no prejudice among dealers against stocking American books as such. It is true that the impression prevails that American books cost more than English books, and in the past this was no doubt true, but during the past season there have been four or five outstanding cases of prominent books published simultaneously in England and in America in which the American book was considerably cheaper than the English. In fact, as far as prejudice goes, I have encountered only one dealer in the whole of Europe who refused to experiment with American books, and he happened to be an expatriated American who prefers to get all his books from London.

The chief difficulty at the present time in selling American books in Europe is overcoming the established buying habit of the dealer. It was very discouraging during the first year that I attempted to sell American books over here to offer a book which I thought would have a market and have it turned down because the author was totally unknown or because the dealer did not think it of much importance, and then on my next visit to this dealer to find four or five copies of this same book on his shelf under an English imprint that he had bought six months or one year after I had offered him the original American editions. These little ironies, however, will get less and less frequent as the knowledge that good books do come out of America impresses itself upon the dealer.

Regarding the kinds of books that are salable in the European market, there is no great difference between the demand here and in America. A book that stirs up a sensation in New York is generally reflected in Paris within a month and

reaches out to the rest of Europe in another month or so. For instance a short time ago, a bewildered dealer asked me if I knew a book called "Poems and Plays," by a man with a long name with Stein at the end of it and, as "Poems in Praise of Practically Nothing" was creating a stir in New York about this time, I concluded that that was the book he wanted. It evidently was, for since then he has re-ordered three times, and half a dozen other dealers have ordered the same book.

Fiction is harder to sell in Europe, and to a certain extent, probably always will be. A book by a new American author is almost impossible to sell, for, under the conditions that prevail here, it is too much to expect the European dealer to gamble on the unknown. As the best American authors will always have to compete with English authors, and the volume of fiction sold will always be limited, so it is to be

expected that for a long time to come, at least, American fiction will be confined to authors of established reputation or to novels that have created far more than the usual stir.

In the case of American writers of established reputations, it is generally quite possible to get an original order, for, as a rule, the American book appears a month or so before the English edition is published. It is much more difficult to get the re-order, for, usually, by the time the original consignment gets low enough to justify a reorder, the English edition has appeared and this may be cheaper than the American. And even if a handicap of price were overcome, it would still be difficult to get re-orders except for certain books; for fiction being such a perishable commodity, the dealers fear that before their re-order arrives its salability will have ceased.

Etiquette for Buyers

Helen Moran

IN reviewing Mrs. Park's "Bookshops; How to Run Them," recently in the *New York World*, Harry Hansen seemed a bit dismayed by her warnings on the subject of the publishers' salesmen. To quote Mr. Hansen:

This book might well be a novel, for I cannot help believing that it reads as if the hero, a man wise in the ways of the world, is giving sound advice to the innocent young virgin who is about to open a bookstore. Especially he warns her against the villain, who is the publisher's salesman. The latter is a dressy, upstanding young fellow, versed in sweet compliments and gentle pats on the hand, taking easily for granted that the lady bookseller will order his list without even looking at the titles—the name of the house is its guarantee. Miss Park writes:

"The publisher's representative, his salesman, is before you. Probably you have certain subconscious feelings about the firm he represents. The books they publish are the deluxe books of the trade. They are of high or low literary status. As publishers they are satisfactory partners, giving fair discounts, or they are the less satisfactory, with whom to go slow.

"Then too you have certain ideas about

the salesmen themselves: Are they oversellers, trying to force things on you which make your stock top-heavy? Or are they honest and accurate estimators of what you can actually do with their books? Have you confidence in them, or do you have to divide what they say by half? This is for you to decide, but decide impersonally, without being swayed by complimentary lunches and fancy cigaret tributes. If not, you may be stuck when least you expect it."

There's advice for the young women, and may they guard well their book budgets when the gay Lotharios come tripping in, decorated with gardenias and carrying order blanks for the latest list of 100 spring books. Our advice to the booksellers is to take the luncheon, because it's on the house anyway, and in these days of stiff discounts it's so much gained on the order.

The chapter in which Mrs. Park discusses this subject appeared in *Publishers' Weekly* of September 22, 1928. The subject is an important one—and one on which the inexperienced buyer of books can use a certain amount of advice. But apparently the effect of Mrs. Park's excellent advice on Mr. Hansen was not altogether

good. He seemed to gain the impression that the publishers' salesman is one whom the buyer should view with decided alarm.

This view seems a bit extreme. There may be a number of reasons for so distinguished a critic having received such an impression. These reasons are less important than the possibility of Mrs. Park's advice being similarly interpreted by others who are more vitally concerned. It would be unfortunate indeed for any one new to the business of buying books to take Mr. Hansen's interpretation of Mrs. Park's advice too literally—unfortunate for them, and unfair to the salesmen.

Book salesmen are not wily ogres, out to eat innocent buyers whom they first capture by the insidious methods of high pressure salesmanship. If, through hasty reading of Mrs. Park's book or by any other means, anyone new to the business has received such an impression, they may well pause and consider the matter. In this, as in most things, there are two sides—the salesman's side and the buyer's side. Your attitude as a buyer toward him as a salesman, may be nearly as important as his toward you—and may have a great deal to do with it.

It is quite probable that the "hard-boiled" salesman became that way through contact with hardboiled buyers. Some hard-boiled buyers are very successful. You may want to adopt their methods and become one of them. You may. It is doubtful if they chose to be that kind, except as a last defensive resort—if they thought the thing out. It can be thought out to a certain extent. And it is worth thinking about, for whatever kind of buyer you want to be, you may as well be good of the kind. And when you consider the subject, there are certain things to be remembered in regard to the salesman.

Much of this is a matter of very plain reasoning. In the first place, there is no good reason why the salesman shouldn't be somewhat interested in your continued success. If he is the right kind—and you will find that usually he is—he does not consider his sales for one season to be the end of the matter. He knows, and usually recognizes, that your continued success is more important to him than the possibility of "dumping" an extra hundred copies of

a bad seller on you. He knows that very likely he is coming back to see you next year—and the year after, and the year after that. If he "loads" you with a great many undesirable things, or more than you should have, in any one season, the fact will be no help to him the next time he comes around. This being true, it is obvious that he does not want you to buy unwisely (unless you have been too hard-boiled with him on some earlier occasion—and then . . . well, he is only human).

He is very human, in fact, and rather nice as a rule. Accepted as such, more often than not you will find him sincerely desirous of being helpful—and very capable. There is much to be learned from him. And if you have any preconceived ideas about salesmen as salesmen, discard them when you come to consider the publishers' representatives who come to call on you. It is quite true that they come to sell you something. But you want to buy. Therefore, if an intelligent and agreeable person—and rarely will he be otherwise!—comes into your shop to see you about this business of buying books, there is no reason why the negotiations should not be carried on with good will on both sides, and satisfaction to both.

The salesman may ask you to luncheon, as Mrs. Park mentions. This is one of the customs of the country and a thing which your own good taste can decide very easily. Before he arrives, you will have studied his list rather carefully—or you should, before you see him—and you will have some idea of the size of your order. If, as may be the case occasionally, you can use few or none of his books in your particular shop, or few or none of the ones he has in that particular season, you may not be justified in taking up his time at luncheon. But if he invites you, it is not always with the idea of making your order as large as possible. Primarily his object is to establish and to maintain a pleasant relationship.

This does not mean a personal relationship, if you happen to be a woman. Most publishers' representatives not only have intelligence, but breeding as well. Women are people to them—people with whom many of their business transactions are carried on. If your own attitude can be

characterized by equally natural friendliness, all will be well.

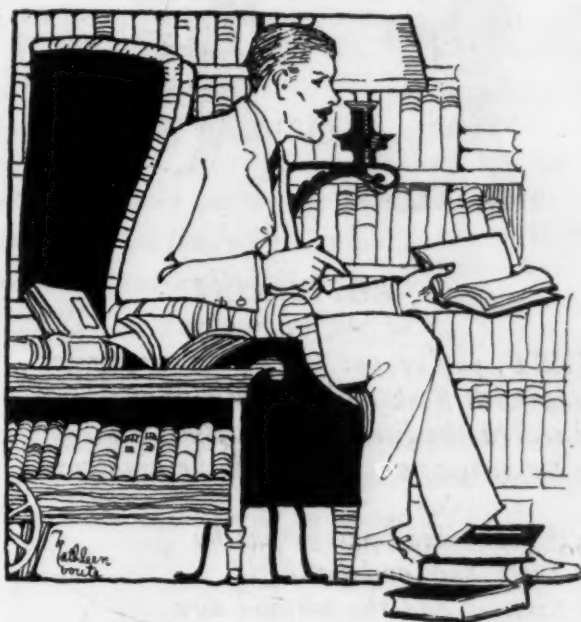
Of course, they are not all alike. Much could be written about the different "types"—much more than could be read with profit. These men, being people, cannot be cataloged accurately, so as to be readily recognizable as representative of a certain type. Generalities likewise are not infallible. But this is not cause for alarm. You can learn to know salesmen as you learn to know your customers, classifying the different types to a certain extent, but, if you are wise, not carrying this too far.

Until you do learn to know book salesmen, as a class and as individuals, your own attitude should cause you more apprehension than theirs. Naturally you will find an occasional one who tries to unload things on you. Watch to see how many seasons he lasts with his company! Also, when you are starting out, you may find that some of them seem to have an annoying conviction that they know more about the needs of your shop than you do. But be sure they aren't *right* before you judge them too harshly. They are not without experience, and most of them have seen many shops come and go.

Certainly you must have a mind of your own—and use it. You will have to judge how nearly right they are. Your ability to do this depends to some extent on how well you have judged the possibilities in your own shop. Even at first, there are some things which you, with your more intimate knowledge of the locality and the people, can judge better than he. The important thing is to learn what you can from him, and this can be done more easily

if you accept his often valuable advice in the proper spirit—whether you act on it or not. Sometimes you will go contrary to it, of course. Sometimes you should.

But in all of it, he is there to help rather than to harm you for his own commercial purposes. The chances are that you will oversell yourself on books quite as often, if not much more often, than he will oversell you. Few people go into any business connected with books without a certain love of them—of the sight, the feel, and the possession of them. Buying books from the publishers' representative is a joyous experience to anyone who has come under their spell, the spell



of books, not that of the publisher's representative. There is something about seeing the new volumes, about touching them, handling them, that is all too likely to go to your head. Decisions that are made in a calm perusal of your sales records are all too easy to toss aside—but also, alas! too dangerous.

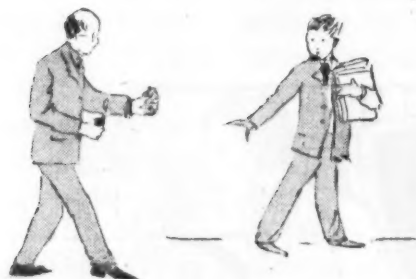
Under those circumstances, enthusiasm may become a form of intoxication. It is infectious too. The salesman feels enough of it for his books—and your keen appreciation may increase his. His good intentions to sell you no more than you should have may suffer the same fate as your calm decisions made when reading the catalog. But this may happen seldom. And you will find that often he is the first to restrain you—if he knows that you will appreciate honest, helpful advice.

All in all, the publishers' representative is not a person to be viewed with alarm. Your attitude as a buyer should cause you more concern.

Helen Moran, who contributes this blue-book of etiquette for buyers and endeavors to ease the mind of buyers by pointing out the charm of publisher's representatives, is not unknown to the "Publishers' Weekly's" readers. Her article in the December 8th issue, "Why This Aversion to Books of Short Stories," caused a great deal of comment.

The Making of a Book

by Joseph Anthony



I. EDITORIAL

FIRST, you've got to catch your writer.
Armed with flask and Dunhill lighter,
You search the literary byways—
The tea rooms, gin mills and the highways.

You'll recognize your genius by
The curly hair and batik tie,
The Stetson, and the languid airs
That his business agent wears.

Before he knows his pocket's ripped,
You separate him from his script.
You take it home, and then you dry it.
. . . The chances are it's not a riot.



II. MANUFACTURING

*I*F you aren't an expert, you'll sure make a mess
Of sending your promising novel to press.
For example, a difficult fashion that rages
Is one of refraining from cutting the pages.
By a patented process the printing we slip
Right into those pages with never a rip.

To the proof-reader now we must hurry a sample,
And the problems to worry that fellow are ample.
The proof-reader put on his heaviest specs,
And when one and one threaten to add up to sex,
At appropriate points in the simmering plots,
He carefully sprinkles a rowful of dots.



III. ADVERTISING

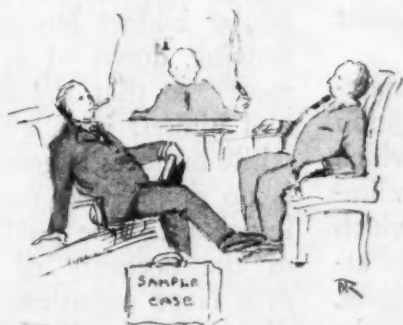
LADELLING adjectives out of his *Waterman*
The blurbster sure is a curious sort o' man.
"Gripping, entrancing, enthralling," he writes,
"It puts in the shade the Arabian Nights."

He scribbles and scribbles as though there were gin in him,
And shouts to the office: "Hey, give me a synonym!"
But I've heard him demanding, when weary and drowsy:
"Hey, somebody tell me the plural for lousy!"

IV. SALES

YOU send your salesman on the road
With dummies, catalogues, and such.
His job is pressing home the goad,
But he doesn't do it very much.

Poor fellow, he works hard all day,
And sometimes all the night,
And has to hear the buyer say,
"Who told that jackass he could write?"



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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Spring Campaigns

AS the publishing activity of a new season develops, an observer standing at the sidelines watching the mechanics of book distribution becomes more and more impressed with the amount of coordinated planning that characterizes the launching of a season's new books.

The publishers' editorial department has done its work and the plans of the book have been carried thru. Notes have been made of possible special markets and the methods of obtaining publicity, and of characteristics of the books that would be especially worth emphasizing and of ideas for reviewers who may be expected to take a special interest. As the date of publication comes nearer, the manufacturing man has done his best to make the book suitable for the contents and attractive in its outside appearance.

Then begins the release of publicity material, the preparation of a careful description of the book for the spring catalog which travelers will carry with them, the preliminary releases of a news character which have to be so carefully planned to get attention, the sending out of advance copies, the special letters to those who may be likely to be personally interested, the printing of circulars, the perfecting of advertising for both trade and consumer periodicals, all this centering on the day for the

delivery of the book and its appearance on the counter.

A fresh observer in the field of book publishing cannot fail to pay his respects to the men who coordinate this publicity material.

Confirmations

FROM the discussion in publishers' offices we get the impression that the problem of confirmation is one of the most difficult in connection with the work of the publishers' representatives in the field and the ultimate turning of their efforts into real profit. The traveler may take every care to explain his list or show his competitive lines and take every pains to have the order made out carefully and promptly submitted to the buyer, but often this is only the beginning of the negotiation. Above the buyer may be the merchandising man who will have to O. K. the amount of the bill as related to the department's budget. If these confirmations are made promptly, the order passes on to the publishers' headquarters and is ready for shipment in the time specified. This is particularly true of standard lines ordered for holiday business. In this line of publishing it is particularly important for publishers to be able to total from orders received the amount of goods to be manufactured, and, if this cannot be done with confidence, it is difficult to make proper preparations for shipment. Some department stores have been known to defer confirmation until the middle of November and then protest because publishers cannot make a complete shipment of every item ordered. There are instances reported in which curtailments of orders are made apparently without reference to any particular budget but on a general report of slowing down of trade in other departments, so that the department buyer may find himself with a greatly curtailed stock while business is going on as usual. There is no doubt that mutual understanding is important. The publisher should be aware of the necessity of departmental control in a large organization, and the merchandising man in the department store should, on his side, understand the publisher's problems of manufacture and the individual characteristics of the book business which, of course, differs from others.

Welcoming the Caller

THE article by Miss Moran in this number discussing the traveler and his points of contact, suggests reprinting, from a house organ of the General Electric Company, this statement by their purchasing agent as to the customs and practices to be observed in that office. It reads in part as follows:

"We consider that the business of any man who calls at our office is as important to him as ours is to us. We see everyone who calls at the department and aim to treat him with courtesy, tolerance and consideration."

There is a good deal of business sense embodied in this statement. Most salesmen have reason to know how varied is the technique of the buyer, and a point of view that credits his business with real importance instead of a point of view that hedges the contact about with defensive gestures, is well worth considering as a signal improvement in some trade practice.

It is commonly said that the buyer who knows his market and has good figures by which to judge his sales, is one who gives the heartiest welcome to the traveler. He knows in general what he is to do, but wants to spend the money that he has as wisely as possible and with the greatest insight into what will be the most suitable for his market and what would be most likely to attract the attention of the national market.

How's Business?

WHEN the traveler makes his morning call on the bookseller, the latter's first question is, "Well, how's business?" An instructive question and why? Because the traveler is moving steadily over the country, exchanging impressions and picking up general information. The bookseller, who has but little opportunity to talk directly with others facing his same problems, has the greatest need for such information and soon learns who, among the travelers, brings comments and observation which are of business value.

Not all ideas from one successful store can be used with equal result in a neighboring city, but the report on such experiments suggests new lines of endeavor. The book-

seller who asks, "How's business?" has more than a perfunctory interest in the answer.

Travelers Abroad

WHEN, a few years ago, Harry M. Snyder made his plan for covering the Orient with a selected line of American books, the *Publishers' Weekly* hailed this as an important first step, and we have been particularly pleased to see that each year business in that field has grown. Mr. Snyder's organization has had to be increased as is instanced this month, when Leon Archer, another popular figure among book salesmen, joins the Snyder office.

Still another emphasis on the possibilities of an increased market for American books abroad will be noted in the story of H. A. Horwood's experiences which is printed in this number. Mr. Horwood has been pioneering in Europe as Mr. Snyder has been doing in the Orient. It now remains for some equally competent representative to take joint lines to the countries south of us, where it would seem quite possible to work out a system of distribution which would take the pick of American publishing to the cultural centers of those great states.

Traveling by Auto

PARTICULARLY appropriate for the annual Travelers' Number will be the first concrete reports from the Bookmobile, the cooperative enterprise now traveling thru the South endeavoring to turn the automobile truck to use as a means of distributing trade books and material to bookstores and libraries.

So far, book trucks, as connected with the book business, have been used only for tours from city to city, largely a New England experiment, or they have been a library institution endeavoring to take the services of the public library into broader fields. This new enterprise has been an endeavor to turn the large type of truck, which can be a sales room in itself, to the service of book promotion, and its experiences must be carefully watched to see what further use the idea can be put to in the bookselling field. Mr. Brockmann

and Mr. Stewart are exceptionally competent men and future efforts may well be helped by their experiences. This missionary effort is promoting selling tools of trade rather than books themselves, but there is no reason why the data should not be illuminating as to book sales possibilities and possibly point to future use of the truck by groups of publishers or by booksellers. Washington and Virginia have shown great interest in the idea, and reports show that the advance notices sent to the libraries and bookstores are bringing plenty of visitors to the bus.

The schedule for the next two weeks includes:

Monday, the 4th, Williamsburg, Va.

Tuesday, the 5th, Richmond

Wednesday, the 6th, Orange

Thursday, the 7th, Staunton

Friday and Saturday, the 8th and 9th, Lexington.

Tuesday, the 12th, Lynchburg

Thursday, the 14th, Roanoke

Friday, the 15th, Pulaski

Saturday, the 16th, Abington

Tuesday, the 19th, Bristol

February 20th the auto enters North Carolina, Mr. Brockmann's home state.

Publication Day as a "First Night"

ONE of the classifications of book publishing which has profited most by the speed with which a book can be prepared and manufactured under modern manufacturing conditions is that of plays. The publication of the printed play while the play is still playing to audiences in New York, Chicago or Boston, or touring the country, has done much to increase the popularity of plays for reading.

For the book thus realizes on a news value whereas formerly it had to depend entirely on its literary value. It is a fairly important asset. Plays that were immensely popular as productions might depend too much on those productions for their popularity to have much interest for the book-buying public. But published while the play is still running the production features are apt to be enough in conversation to stimulate an interest. The magazines of the calibre of *Vanity Fair*, the *New Yorker* and the *American Sketch*, as well as those local smart magazines published throughout

the country, devote a great deal of space to pictures of stars, of settings for the plays, and articles, either appreciative or satirical (such as Beverley Nichols' "Low Down on 'The High Road'" in the *January Sketch*) which make the plays topics for conversation among those who may never get near the productions.

This timeliness of publication is all the more valuable to the bookseller because it makes it possible for him to borrow "stills" of scenes in the play and photographs of the actors participating to liven up his window displays.

Interest the week of February 3rd to 10th will run high in books of plays and books on the drama, for it is National Drama Week, but it is an interest which should be kept up throughout the year with little difficulty considering the fortunate circumstances of play interest.

Another Tariff Ruling

ANOTHER class of literary material has suffered an increase in tariff charges, owing to a new interpretation from the Custom House. Broad-sides and theatrical programs over twenty years old have been coming in free in the same way that books of that date have been admitted free. Now, according to the report of the American Art Association in New York, a duty of 15% is being charged, as they are now classified as printing not specially provided for. W. W. Cohen, member of Congress from New York, is to take the matter up at the hearing in February.

Plans for Coast Convention Progress

THE four-day Western Booksellers' Convention at San Francisco, April 15th-18th, is not to lack entertainment features. On Monday evening there will be a dinner-dance at the Hotel Sir Francis Drake, headquarters of the gathering. On Tuesday evening there is to be a theater party; and Thursday there will be the banquet. Besides this, there will be arrangements made for convention luncheons at which there may be some short speeches. The Entertainment Committee, of which John Howell is chairman, is also

arranging sightseeing tours around San Francisco and special entertainments for wives of the delegates. The general topic of the convention will be that of increasing the interest in books thruout the Western area and improving conditions of their distribution. Many western authors are accepting the invitation of the committee to be present.

Out of Print Juveniles

ELVA S. SMITH is serving as chairman of the Committee on Production of Children's Books for the Children's Librarians' Section of the American Library Association, and publishers who desire to get from this Committee comments on the probable future demand for old titles which they may be considering dropping from their lists, can write to Miss Smith at the Carnegie Library, Schenley Park, Pittsburgh. The suggestion of co-operation in this field was brought out at a conference held last spring by representatives of the publishers in response to a communication from Miss Smith's Committee. Oftentimes the question of the re-issue of books is a difficult problem, and this Committee will not only give publishers the valuable side light of probable library demand but will give publicity to any books which publishers put back into new editions after obtaining the Committee's encouragement.

Changes in Book Club Selling

THE new spring campaigns of the Literary Guild show that it is countering on the advertising of the Book-of-the-Month Club by making a provision for exchange of books. Previously they never made this offer and have shipped the one book to all subscribers. The proposal now is that the Guild book received can be exchanged without extra charge for any previous Guild book, or it may be exchanged, if mailed back within a week, for any book in print in the United States by paying the net difference between \$1.75 (one-twelfth part of the \$21 subscription) and the trade price of the book wanted. The customer sends the book back, and the exchange book is sent prepaid. This plan

differs slightly from the Book-of-the-Month program, which sends word to subscribers in advance of the book to be sent and gives the subscriber the chance to change his mind before the receipt of the book.

The Book-of-the-Month Club, on its part, is meeting the competition of the Literary Guild by offering to send one book free to anyone who subscribes for at least four books a year. The Book-of-the-Month circulars say that the average price of the books they have chosen is about \$2.40. The *Publishers' Weekly* printed January 19th a list of all the clubs' selections of the past year, which gives some suggestion of how the competing editors differ in their selections. Reports from the publishing field indicate that the clubs are dated several months ahead in their selections, in some cases as far as six months.

50c-a-Book Club

THE advertising matter of the White House Book Club comes from 3815 Armitage Avenue, Chicago. Their plan is to supply to customers one novel a month, a novel of love, a novel of mystery, or a novel of adventure, according to the specification in the member's application, the cost being 50c. a book, postage and all charges prepaid, and if single books are ordered above the subscription, the postage will be charged. Members send their money after they receive the book. There is no announcement of a committee of selection, this being done by the management. The statement about the character of the books is as follows: "Selected by the White House Book Club as the best from hundreds of recently published novels in their original \$2 and \$2.50 copyrighted editions of the leading American publishers and produced in a beautiful special edition for exclusive distribution to members." As the selections of "the best from hundreds of recently published novels," their current circular announces the distribution of, as a love story, "Empty Shrines" by Elisabeth Finley Thomas, published by Bobbs-Merrill in 1927; as a mystery story, "A Midsummer Mystery" by Gordon Hall Gerould, published by Appleton in 1925; and as an adventure story, "Sword and Candle" by Sidney Herschel Small, published by Bobbs-Merrill in 1927.

New Survey of Our Schools

THAT the census of 1930 may show little if any increase in the number of children ready to enter school over the number shown in 1920 is a rather surprising statement of the biennial survey of education of the Bureau of Education at Washington, of which advance sheets have just been released.

In the public schools including all grades the daily attendance has risen in the 10 years since 1916 from 15,300,000 to 19,900,000. In the last two years of the survey the line of increase has tended to become level, and the decrease in the birth rate and the restriction on immigration are tendencies that are apparently bringing the growth to a halt. The birth rate per thousand population dropped from 25.1% to 20.6% in 1926 though in the meantime, the infant mortality rate dropped off considerably. With allowances for both percentages, there is indication that, while 2,239,000 children reached their first birthday in 1916, 2,292,000 reached it in 1926, a little over 50,000 increase in ten years. The restricted immigration still further reduced the number of children reaching school age, and if these conditions exist in 1930, school enrollments will reach a stationary figure, especially in the lower grades. In 1918 the first grade enrollment was 4,281,013, and in 1926 it had dropped to 3,923,492.

The attendance in secondary schools, partly due to the introduction of junior high schools, has been rapidly increasing, and, while the breaking point in the rate of increase in high school enrollment may have been passed, there are indications that increases may continue for a number of years.

In the meantime, the expenditures for education have steadily increased, and, altho the figures are not given, the expenditures for books have been going up with the general enlargement of programs. Just how the demand for school books may have been changed by the extending of the period of education is indicated by the fact that the attendance in the secondary schools has increased tenfold in the thirty-six years since 1890, and the attendance in collegiate departments in colleges and universities went up over fivefold in the same period.

This report gives the number of public high schools as approximately 21,700, private high schools 2,500 and colleges and universities 975.

Good Recent Books on Retail Salesmanship

A BOOKSELLER in Milan, Italy, asked for a list of books on retail selling for a large Milan concern interested in American methods. The Business Branch of the Newark Public Library supplied the following list:

- Brisco, N. A. "Principles of Retailing." *Prentice-Hall.* 1927
- Converse, P. D. "Selling Policies." *Prentice-Hall.* 1927
- Doubman, J. R. "Organization and Operation of Department Stores." *Wiley.* 1927
- Frederick, J. G. "Selling by Telephone." *Business Bourse, New York.* 1928
- Giles, Roy. "Developing and Managing Salesman." *Ronald.* 1927
- Hall, S. R. "Retail Advertising and Selling." *McGraw-Hill.* 1924
- Hayward, W. S. "Retail Handbook." *McGraw-Hill.* 1924
- Kneeland, Natalie. "Merchandise Manuals for Retail Salespeople." (Edited by W. W. Charters.) *Shaw.* 1925
- Knudson, G. P. T. "Gift and Art Shop Merchandising." *Little.* 1926
- Lazarus, Arthur. "Vital Department Store Statistics." *Dry Goods Economist.* 1926
- Lehmann, H. M. Merchandise Manual Series. *Ronald Press.* 1922
- Leigh, Ruth. "Training the Retail Clerk to Sell Your Product." *McGraw-Hill.* 1927
- Maynard, H. H. "Principles of Marketing." *Ronald.* 1927
- Mazur, P. M. "Principles of Organization Applied to Modern Retailing." *Harper.* 1927

Who's Who Among the Travelers

The Abingdon Press

Travelers:

HARRY F. KEISER (New England).
R. G. FARRELL (East and Middle West).
J. J. RITT (Middle West and South).
W. H. NAYLOR (Central West).
C. B. PENNEY (Pacific Coast).

Henry Altemus Co.

Travelers:

A. M. MACMILLAN (Pacific Coast and principal cities of West and East).
B. F. KLINE (Southern States, Penna., and N. J.).

American News Company, Inc.

Travelers:

CORTLAND FITZSIMMONS (New York City and Brooklyn, large accounts).
MILTON G. LANPHEAR (New York City and Brooklyn).
ALBERT I. SCHWARTZ (New York City, Brooklyn and Richmond).
CLARENCE METZ (Brooklyn and Queens).
RAYMOND B. MCGOVERN (Bronx and Westchester).
SIDNEY ROSE (Long Island).
A. W. MCCONKEY (New Jersey).
H. E. GINDRAT (New York State).
J. MILLAR (Connecticut).

D. Appleton & Co.

Travelers:

G. E. CURRAN.
EMIL HEIKEL.
R. A. MACDONALD.
E. C. ATHERTON.
J. L. FISHER.
LEON WELKER.
J. T. WITSIL.
F. A. CLINCH.

The Baker & Taylor Co.

Travelers:

THOMAS J. DORAN.
HARRY HASS.
WILLIAM S. MCKEACHIE.
RICHARD MENDEL.
GEORGE F. RITTENHOUSE.

Barse & Co.

Travelers:

WM. J. BARSE (New York City and Philadelphia).
WM. HALDANE (Texas, Louisiana, Mississippi, Tennessee, Alabama, Kentucky, Baltimore, Maryland, Washington, D. C., Richmond, Virginia, Atlanta, Georgia, Pittsburgh, Youngstown, Ohio, Cincinnati, Detroit, Chicago, Milwaukee, St. Paul, Minneapolis, St. Louis, Kansas City, Missouri).
ANDREW HAMMING (Boston, Providence, Springfield, Massachusetts, New York City, Buffalo, Rochester, Syracuse).
SILVANUS H. VOSS (Pacific Coast and all principal cities from Denver west).
WALTER R. KOHR, JR. (Middle West).
W. M. CURRER (Virginia, North Carolina, South Carolina, Florida, Canada, New York State).
S. S. DIAMOND (Greater New York, Long Island, New Jersey, Pennsylvania, West Virginia).
HORACE H. BARSE.

Bobbs-Merrill Co.

Travelers:

HOBART T. OLSEN (New York, Boston, Philadelphia).
W. F. CODY (Larger cities Middle West).
R. G. BAKER (Baltimore, Washington, Pittsburgh, New York State, Pennsylvania, New England).
L. W. HARVISON (West Coast, Rocky Mountain States and Southwest).
R. G. MAY (New York and Southeastern coast).

Albert & Charles Boni

Travelers:

PERCY A. LORING (New England and Middle West).
WALLACE WACHOB (Middle West, Pacific Coast, Texas and Louisiana).
MELRICH V. ROSENBERG (Southern States).
CHARLES BONI, JR. (New York).

Brentano's

Travelers:

DESMOND FITZGERALD (West, Pacific Coast).
 VIRGIL STEED (South).
 SOUTHARD BROWN (East and Middle West).
 MRS. C. GSOVSKI (New York City).

A. L. Burt Co.

Travelers:

E. F. BURT (New York City, Brooklyn and Newark).
 JOHN M. BURT (New York City, Brooklyn and Long Island).
 EDGAR W. PORTER (Chicago, Pittsburgh and large cities of the Middle West).
 HARRY A. SMITH (Pacific Coast).
 JOHN C. VOSE (New England, Philadelphia, Baltimore and Washington).
 CLARENCE E. JORDAN (West and North West except Pacific Coast).
 HARRY WILDE HARRIS (Pennsylvania).
 R. U. CARRUTHERS (South West).
 JOHN R. HATFIELD (Ohio, Indiana, Illinois and West Virginia).
 F. T. J. NUNAN (Territory covered by New York Central and Lake Shore Railroads and Upper Michigan).
 W. GEORGE ALLEN (South).
 HENRY K. YOUNG (New Jersey and Northern New York other than the towns on the New York Central Railroad).
 GEORGE J. MCLEOD, LTD. (Canadian Agents).
 HARRY BAUER (New York City).

Louis Carrier

Travelers:

ALLAN ISLES.
 LOUIS CARRIER.

The Century Co.

Travelers:

JOHN F. WINTERS (Larger cities in East and Middle West).
 RAYMOND P. POGGENBOURG (South, West to Denver, Middle West).
 HUGH S. ELLIOTT (Denver to Pacific Coast).
 GEORGE J. MCLEOD, LTD. (Canada).

Chelsea House

Travelers:

CLIFTON D. BROWN (New England States).

A. E. FROST (New York State and New Jersey).

GEO. H. BATES (Pennsylvania, Ohio, Michigan).

WALTER L. ESTES (Illinois, Wisconsin, Minnesota).

J. S. WHITHAM (Iowa, Nebraska, Missouri).

J. G. WILSON (Northwestern States).

ROBERT MARSHALL (Southwestern States).

M. J. HANCHETTE (Southern States).

CARL B. NEWBERRY (Chicago territory).

E. W. VAN WAGENEN (Special Representative).

A. WHELPLEY (Missouri, Kansas, Colorado).

THOS. R. BEST (Pacific Coast States).

JOHN A. CHARLTON (Sales Manager, N. Y.).

Edward J. Clode

Travelers:

MICHAEL S. MILL (New York City, Philadelphia, Boston and New England).

PERCY A. LORING (Principal Mid-Western Cities).

E. K. BAKER (West Coast).

Cokesbury Press

Travelers:

R. U. CARRUTHERS (South Central States).

JOSEPH V. PILKINGTON (Religious Book Trade).

Wm. Collins Sons & Co., Ltd.

Travelers:

D. CAMPBELL (New York City, Boston, Philadelphia, Baltimore).

A. E. FRAHM (South, New England).

GEO. SULLY (Principal Cities as far West as Kansas City, and North to Minneapolis).

FRANK G. WHITE (Pacific Coast and Middle West).

Congregational Publishing Society

Travelers:

WILBUR HUGH DAVIES (Principal cities East, Middle West, South and Canada).

Cosmopolitan Book Corporation

Travelers:

LEON B. ARCHER.

VIRGIL S. STEED.

COPP CLARK CO., LTD., Toronto (Canadian agents).

H. C. KINSEY.

JAMES V. MALLOY.

HARRY M. SNYDER (The Orient).

C. W. WALLACE.

Covici, Friede, Inc.

Travelers:

PASCAL COVICI (Middle West).

DONALD S. FRIEDE (New England, New York State, Philadelphia, Baltimore and Washington).

JOSEPH A. MARGOLIES (New York City).

CARL J. SMALLEY (Pacific Coast states).

Coward-McCann

Travelers:

JOSEPH V. CARROLL (Sales Manager, New York, New England, Philadelphia, Baltimore and Washington).

DAVID C. BUIST (New York State and Middle West).

GEORGE C. HALLBERG (Chicago and Middle West).

JESSE CARMACK (South and Pacific Coast).

The Thomas Y. Crowell Co.

Travelers:

ERNEST J. BUNCE (Pennsylvania, Middle States, St. Paul, Minneapolis and the South).

THOMAS Y. CROWELL 2nd (New York State, New England and Northwest States and Canada).

GEORGE R. HOBBY (New York City, Philadelphia, Washington, Baltimore, Chicago, Buffalo, Rochester, Detroit, and Pacific Coast).

Cupples & Leon Company

Travelers:

H. M. CALDWELL (Pacific Coast).

M. F. GALLON (Large Cities and New England).

WALTER T. LEON (New York City).

C. Z. HELLER (Middle West).

C. S. STONE (South).

C. W. WALLACE (Middle West, Pennsylvania, New York State and New England).

A. J. ZERBE (Pacific Coast).

H. M. SNYDER (The Orient).

The John Day Company

Travelers:

GUY HOLT (Chicago, Detroit, Cleveland).

KENNETH H. MEEKER (New York, Philadelphia, and Middle West).

CLELAND AUSTIN (New England and New Jersey).

WALLACE WACHOB (Pacific Coast and Southwest).

N. R. WREDEN (Southeast).



WALTER T. LEON

Representing Cupples & Leon Company

Walter T. Leon has grown up under the able tutelage of his father, Arthur T. Leon, through every department of the book-making and book-selling business. He has charge of the larger accounts for New York City. He served fifteen months in France with a Base Hospital, and is now quite active in the American Legion.

A. T. De La Mare Company, Inc.

Traveler:

LOLA ESLER DUMSER (East, South and Middle West).

Dodd, Mead & Company, Inc.

Travelers:

HOWARD C. LEWIS (Sales Manager).

J. RUSSELL LEWIS (Chicago, Boston, Philadelphia, and New York).

RAYMOND T. BOND (New England).

CLEMENT F. BENOIT (Pacific Coast).

EASTMAN S. BROWN (Mid-West Cities).

NEVIN J. STEVENSON (South).

EDWARD S. BERGEN (Mid-West and New England).

CURTIS BROWNLOW (New York, Pennsylvania and New York City).

HARRY M. SNYDER (The Orient).

H. A. HORWOOD (Europe—with the exception of England).

Dodge Publishing Company*Travelers:*

GEORGE W. JONES, JR. (Salesmanager).
 SUMNER H. BRITTON (Chicago, large middle western cities).
 ERIC J. STEINLEIN (Boston, New England, New York State).
 LOUIS SOLOMON (Middle West).
 JOHN T. FRENYEAR (South).
 JOHN T. HOTCHKISS (Pacific Coast).
 HENRY M. SNYDER (Orient).
 GEORGE J. MCLEOD, Ltd. (Canada).

M. A. Donohue & Co.*Travelers:*

E. F. BOEDEKER (Middle West).
 WM. J. BYRNES (Eastern Territory).
 A. COHN (Eastern Territory).
 L. M. LEVY (New York City, Eastern States).
 MACLEAN and SMITHERS (Canada).
 H. M. NEMOEDE (South).
 JOHN C. HILL (Pacific Coast).

Dorrance & Co., Inc.*Travelers:*

C. F. BENOIT (Pacific Coast).
 W. H. DORRANCE (Sales Manager, East).
 J. R. HOUSTON (Middle West and Southwest).
 NICHOLAS R. WREDEN (Southeast).
 IRWIN & GORDON, LTD. (Canada).

Doubleday, Doran & Company*Travelers:*

W. A. BRITTON (South and Middle West).
 J. W. CORRIGAN (New York and Philadelphia).
 G. V. SEIFFERT (Washington, Baltimore, Louisville, Cincinnati, Pittsburgh).
 A. R. ANTHONY (Smaller cities in the Middle West).
 J. F. DITMAR (Department of Religious Literature).
 E. H. ZIEGLER (New York and Boston).
 J. W. McCAY (Chicago and Pacific Coast).
 W. T. HOPKINS (New England and New York State).
 D. M. BRAMBLE (Chicago and smaller Mid-western cities).

Duffield & Co.*Travelers:*

RIDGELY HUNT (Sales manager and local territory).

FRANCIS J. SLOANE (Central West).
 WALLACE WACHOB (Pacific Coast).
 VIRGIL STEED (South).

E. P. Dutton & Co., Inc.*Travelers:*

JOHN R. McCANN (Sales manager, New York City, Boston, Philadelphia).
 CHARLES G. GIFFIN (Large cities Middle West and West Coast).
 PERCY A. BEACH (Middle West and South).
 ALBERT MITCHELL (New England, New York, Pennsylvania, and Middle West).
 CHARLES A. SHEARSON (New York City and Eastern Canada).
 JOHN C. HILL (Small cities West Coast and Western Canada).
 JOHN D. MCGREW (Educational and Library Books).

Funk & Wagnalls Company*Travelers:*

WILLIAM P. HALL (Greater New York).
 DAVID J. O'CONNELL (New York City and Middle Western Cities).

Sam'l Gabriel Sons & Co.*Travelers:*

J. SIDNEY ADAMS (East).
 T. K. BAGSTER (Australasia).
 HAROLD A. CLARK (Greater New York, New York State and New Jersey).
 CHARLES A. CONRATH (New York and Pennsylvania).
 A. R. GABRIEL (Philadelphia, Baltimore and Washington).
 B. A. GABRIEL (Middle West).
 MICHAEL LYONS (Middle West and Pacific Coast).
 HENRY M. SNYDER (Hawaii and the Orient).
 CHARLES S. STONE (South).

Garden City Publishing Company, Inc.*Travelers:*

LEWIS MILLER (Large cities in the East).
 GERARD A. BURKE (Atlantic Seaboard and South).
 SAMUEL L. DORSEY (Middle West—office in Chicago).
 FLOYD H. NOURSE (Pacific Coast).
 ELWYN G. DILLON (Smaller cities in the East).
 HENRY M. SNYDER (Orient).
 H. A. HORWOOD (Europe).

Charles E. Graham & Co.

Travelers:

- ALAN H. GRAHAM (New York and Pennsylvania).
C. E. GRAHAM (Canada).
H. A. PHILLIPS (New York office).
HARRY W. SULLY (Large Eastern cities and Middle West).
WILLIAM J. SCHWARTZ (South, Pacific Coast and Western States).

Greenberg, Publisher, Inc.

Travelers:

- ROBERT SIMON (New York, New England and Middle West).
JOHN T. HOTCHKISS (Pacific Coast).
IRWIN & GORDON (Canada).

Hale, Cushman & Flint

Travelers:

- LYMAN M. HUTCHINS (New England).
ARTHUR E. WETHERBEE (New York and Middle Atlantic States).
ROBERT A. SHIRLEY (South).
CLARENCE A. CHUTE (Middle West).
JOHN C. HILL, trade, and MABEL CARPENTER, educational (West).

C. S. Hammond & Co.

Travelers:

- GEORGE M. DAVIS (East and Middle West).
ROBERT S. HAMMOND.
JOHN STRNAD (South and Pacific Coast).
ELLSWORTH W. LEWIS, JR. (New England, New York).

Harcourt, Brace & Co.

Travelers:

- GEORGE W. AMIS (Boston, Philadelphia and larger cities Middle West and East).
THEODORE FREDENBURGH (Pacific Coast).
LLOYD S. PASSAGE (South and Metropolitan District).
RAYMOND J. HEALY (Second cities Middle West and East).
H. F. MORSE (New York City).
GEORGE J. MCLEOD, LTD. (Canada).
H. M. SNYDER (Far East).
WALTER B. CHAMPLIN (Far East).
AUGUST H. GEHRS (Sales Manager).

Harper & Brothers

Travelers:

- A. W. BURGER (Sales Manager).
P. H. EARLY (Chicago, Detroit, Cleveland, Philadelphia).

J. D. BLAKE (Pacific Coast and all cities west of Denver).

J. W. BIGELOW (Baltimore, Washington, Pittsburgh, Cincinnati, Minneapolis, St. Paul).

V. M. BIGGERT (Large cities in New England, South including Texas).

W. H. ROSE (Smaller cities of Middle West).

W. T. BISSELL (Smaller cities in New England, New York, and Pennsylvania).

J. A. DUFFY, JR. (New York City).

E. R. BUELL (New York City).

EUGENE EXMAN (Head of Religious Book Department).

A. J. LAWLER (Religious Book Department).

H. M. SNYDER (Orient).

W. CHAMPLIN (Orient).



JERALD W. BIGELOW

Representing Harper & Brothers

Here is briefly Mr. Bigelow's record for a prospective "Who's Who" of the trade: Started in the publishing world as a reporter on the Chicago Evening Post and later on Philadelphia Record. As a salesman with Kroch's Book Store in Chicago for four years. Formerly represented Macmillan in large middlewest cities. Came to Harper and Brothers January 1st, 1929.

Harvard University Press

Travelers:

DAVID T. POTTINGER.

WILLIAM WARREN SMITH, JR.

Rae D. Henkle Co.

Travelers:

FRANKLIN W. KIMMEY (Sales Manager, Metropolitan territory).

PERCY A. LORING (East, outside New York, and larger cities of Central States).

FLOYD H. NOURSE (Pacific Coast).

BRADEN CALDWELL (Smaller cities of Central West).

C. S. LONG (South and Southwest).

THOMAS ALLEN (Canada).

Norman W. Henley Publishing Co.

Travelers:

CARL K. WILSON (Coast and West).

R. F. FENNO (East).



MAURICE INMAN

Imported Books, Wholesale and Retail

Mr. Inman is building an important line that will appeal to dealers in fine books and literary specialties. He represents a number of English publishing clubs and presses and is now abroad planning for an attractive showing this year of new and original ideas in books for gifts and for collectors.

A. J. Holman Company

Travelers:

A. J. HILT.

E. W. LUCKMAN.

A. R. MACDOUGALL.

A. L. MORSE.

JAMES R. HOUSTON.

ADAM W. PFLIEGER.

Henry Holt & Co.

Travelers:

DESMOND FITZGERALD (Pacific Coast).

JAMES M. TERRELL (Middle West).

BANKS UPSHAW (Southwest).

STANLEY WALKER (New York, Boston and Mid-West).

GILBERT LOVELAND (Religious Books).

VIRGIL STEED (South).

Houghton Mifflin Company

Travelers:

FRANK BRUCE (New York City and Philadelphia).

E. G. CHAPIN (New York City).

GEORGE H. GEER (Larger cities Middle West).

HARRISON LEUSSLER (Pacific Coast).

HENRY O. HOUGHTON (New England).

HARDWICK MOSELEY (South).

THOMAS A. SALMON (Middle West).

HERBERT RAYMOND (East and Middle West).

THOMAS ALLEN (Canada).

HENRY M. SNYDER (Orient).

Maurice Inman, Inc.

Travelers:

S. H. VOSS (Pacific Coast).

FRANK J. LOWE (Eastern and Atlantic States, Middle West).

MAURICE INMAN (Large cities and Middle West).

N. LADDEN (New York City).

Jordan Publishing Company

Traveler:

RUSSELL L. FURLONG, President (Middle West and East).

The Judson Press

Travelers:

JOHN W. BERSCH (East, South and Middle West).

WILEY J. SMITH (Southwest).

THOS. J. STRATTON (Manager of Sales).

P. J. Kenedy & Sons

Traveler:

JOHN J. COAKLEY.

Alfred A. Knopf

Travelers:

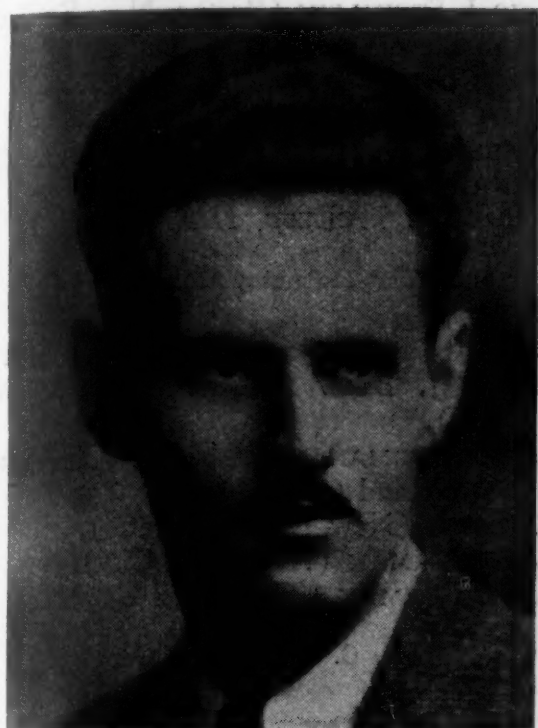
JOHN J. MULLEN, Sales Manager (larger cities of the East and Middle West).

JOHN A. BELL (New York City and the Metropolitan District).

C. E. RONNE (Assistant in the Metropolitan District).

CARY ABBOTT (Middle West and Western New York).

JOSEPH B. STEERS (Denver and west to the Pacific Coast).



MANUEL SIWEK

Representing Horace Liveright, Inc.

Young Mr. Siwek is a New York university man, and has been serving his apprenticeship for a career in the publishing field in the several departments at Liveright's. He now graduates as a salesman to visit the trade in New York City and vicinity.

JAY STERNBERG (New England and the South).

HENRY M. SNYDER, W. C. CHAMPLIN (The Orient).

Laidlaw Brothers, Trade Book Department
(Successors to Laird & Lee, Inc.)

Travelers:

MRS. ANNA MCAULIFF (Chicago).

HARRY T. HARPER (East and Middle West).

R. K. BRADY (South).

A. J. ZERBE (Pacific Coast).

J. B. Lippincott Company

Travelers:

HAROLD F. GARTLEY (New York Central, New England and the South).

WILLIAM C. ROBINSON (The Middle West, Texas and the Pacific Coast).

WILLIAM P. YOUNG (Pennsylvania, New Jersey and New York).

THE COPP CLARK CO., LTD. (Canada).

HERBERT M. GASKILL (Sales Manager).

Little, Brown and Company

Travelers:

ALBERT W. STEVENS (Sales Manager)
(Canada).

JOSEPH F. GREENE (New York City).

FRANK JONES (New York Central from Cleveland on, and principal Middle West cities).

CLAYTON C. ADAMS (South and small towns New York and Ohio).

ARTHUR F. JOHNSTON (Pacific Coast).

ARTHUR H. THORNHILL (Boston, Springfield, Philadelphia, Baltimore, Washington, Albany, Rochester, Buffalo, Pittsburgh).

PAUL C. LOIZEAUX (New York City, New York State, New Jersey, Pennsylvania, shore towns in Connecticut, to New Haven).

OLIVER H. DURRELL (Syracuse, Utica, Schenectady, New England except Boston, Springfield and New Haven).

Horace Liveright

Travelers:

JULIAN MESSNER (New York).

MANUEL SIWEK.

JAMES T. COLLINS (New York, Philadelphia, Washington, Baltimore, New England, Boston).

JAMES L. CROWDER (Chicago and the Middle West).



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Representing Little, Brown & Co.

Young Loizeaux became interested in bookselling as an employee in the Lord & Taylor Bookshop, New York. His good schooling there qualified him for a wider field and for two years he has been visiting the smaller accounts in New York City for Little, Brown & Company, as well as the towns in contiguous states.

DESMOND FITZGERALD (Far West).
 MELRICH V. ROSENBERG (South).
 HENRY SNYDER (The Orient).
 W. B. CHAMPLIN (The Orient).
 M. J. McLEAN (Canada).
 GEORGE SMITHERS (Canada).



RALPH LULL

Representing The Macaulay Company

Ralph Lull comes from a well-known English literary family. In his time he retailed books, has been an engineer and was an automobile salesman before starting with the Macaulay Company two years ago. As a side-line he writes verse and short stories for various magazines.

Longmans, Green & Co.

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 HARRY B. DUNLAP.
 DEWITT CLINTON PETERS.
 CARL K. WILSON.
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Lothrop, Lee & Shepard Co.

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Travelers:

GEORGE W. JONES, JR. (Salesmanager).
 SUMNER H. BRITTON (Chicago and large Middle Western cities).

ERIC J. STEINLEIN (Boston, New England and New York State).
 LOUIS SOLOMON (Middle West).
 JOHN T. FRENYEAR (South).
 WALLACE WACHOB (Pacific Coast).
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 JAMES J. BELL (Southern and Middle West).
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 R. LULL (New England States).
 L. S. FURMAN (New York City).
 A. L. FURMAN (New York City).

A. C. McClurg & Co.

Travelers:

R. A. McNALLY (California and Western cities).
 A. WESSELS (Eastern territory).

David McKay Co.

Travelers:

ALEXANDER MCKAY (New York, Philadelphia, Boston, Baltimore and Washington).
 JAMES S. MCKAY (Pacific Coast and the large states of the Middle West).

Walter V. McKee, Inc.

Travelers:

CARL J. SMALLEY (Pacific Coast).
 MELRICH V. ROSENBERG (Southern States).
 WALTER V. MCKEE (New York and larger cities of the Middle West).
 CARLETON E. McMACKIN (New York City and vicinity).
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 DAVID M. PROCTOR (Middle West).
 WM. R. WALKER (Canada and Southern States).
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WILLIAM P. ALBRECHT (Special Sales).
O. M. BAKER (New York City and vicinity).
C. K. BARTON (New York City).
NORMAN BERG (New York City and vicinity).
THOS. CUTHBERTSON (New York City).
T. F. GARDNER (Special).
SILAS K. PEAVY (New York State, Pennsylvania, Washington, D. C., Virginia, West Virginia).

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CECIL A. SCOTT (Sales Manager).
ALMA H. SAVAGE (Sales Promotion).

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JOHN G. HAMER (Large towns, Illinois, Wisconsin, Kansas, Nebraska, Iowa, Missouri, Minnesota, South Dakota, Colorado).

VICTOR WIKSTRAND (Small towns, Indiana, Ohio, Michigan).

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OPAL STANGLAND (Sales Promotion).
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LOIS D. COLE (Sales Promotion).

SOUTHWESTERN TERRITORY (DALLAS)
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J. V. HEANEY (South, Middle West, New England).
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ALLAN M. SMITH (Baltimore and Washington).

Lincoln MacVeagh, The Dial Press

Travelers:

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GRENVILLE VERNON (New York City).
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BRUCE CALDWELL (Smaller towns in Middle West).

W. R. WREDEN (South).

H. A. HORWOOD (Europe).

LONGMANS, GREEN & Co. (Canadian Agents).



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Manager, E. P. Judd Co., New Haven, Conn.

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WM. MCINNIS.

FRED IMHOFF.

MIDDLE ATLANTIC STATES

WM. CONNER.

FRANK AUSTIN.

GEO. BRADY.

HAROLD NARAMORE.

FLOYD ALBERT (South).

A. B. HOOVER (Central West).

HARRY NOTT (North Central).

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 MACMILLAN Co. (Canada).
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 COPELIN R. DAY (New York City).
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 KENNETH H. MEEKER (Middle West).
 GEORGE J. MCLEOD, LTD. (Canada).
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ISAAC OTTENHEIMER.
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 CHARLES KORBEL (Chicago and near Middle West).
 E. F. BAYER (Middle Eastern States).
 A. A. ULRICH (New England and Middle West).
 ALLEN TROXELL (The South).
 W. G. GORDON (The Far West).
 H. A. GRANT (Far Middle West).
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 MARSHALL HART (Canada).
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 S. H. VOSS (Pacific Coast east to Denver).
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R. J. WHITEHEAD (New England, upper New York and Pennsylvania).
F. J. RUSSEY (Southern Territory).
CARL K. WILSON (Pacific Coast).
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 Allison, Henry L., *G. P. Putnam's Sons.*
 Amis, George W., *Harcourt, Brace & Co.*
 Anderson, Philip M., *G. P. Putnam's Sons.*
 Anthony, A. R., *Doubleday, Doran & Co.*
 Atherton, E. C., *D. Appleton & Co.*
 Austin, Cleland, *John Day Co.*
 Austin, Frank, *Milton Bradley Co.*
 Bachmann, George F., *Thomas Nelson & Sons.*
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 Baker, Jacob, *Vanguard Press (Macy-Masius).*
 Baker, O. M., *Macmillan Co.*
 Baker, R. G., *Bobbs-Merrill Co.*
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 Barse, Horace H., *Barse & Co.*
 Barse, Wm. J., *Barse & Co.*
 Bates, Geo. H., *Chelsea House.*
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 Bayer, E. F., *Oxford University Press.*
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 Bean, Donald P., *University of Chicago Press.*
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 Bell, James J., *Macaulay Co.*
 Benoit, Clement F., *Dodd, Mead & Co., Dorrance & Co., William Morrow & Co., Ives Washburn, D. Van Nostrand Co.*
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 Bersch, John W., *Judson Press.*
 Bergen, Edward S., *Dodd, Mead & Co.*
 Best, Thos. R., *Chelsea House.*
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 Biggert, V. M., *Harper & Brothers.*
 Bissell, W. T., *Harper & Brothers.*
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 Brady, R. K., *Laidlaw Brothers.*
 Bramble, D. M., *Doubleday, Doran & Co.*
 Britton, Sumner H., *Dodge Publishing Co., Robert M. McBride & Co.*
 Britton, W. A., *Doubleday, Doran & Co.*
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 Brown, Eastman S., *Dodd, Mead & Co.*
 Brown, Southard, *Brentano's.*
 Brownlow, Curtis, *Dodd, Mead & Co.*
 Bryant, H. H., *Macmillan Co.*
 Bruce, Frank, *Houghton Mifflin Co.*
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 Buist, David C., *Coward-McCann.*
 Buker, W. R., *Milton Bradley Co.*
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 Burt, E. F., *A. L. Burt Co.*
 Burt, John M., *A. L. Burt Co.*
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 Caldwell, Bruce, *Lincoln MacVeagh, the Dial Press.*
 Caldwell, H. M., *Cupples & Leon Co.*
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 Champlin, Budd, *Frederick A. Stokes Co.*

- Champlin, Walter B., *Harcourt, Brace & Co., Harper & Bros., Horace Liveright, Ives Washburn.*
 Chapin, E. G., *Houghton Mifflin Co.*
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 Chase, William G., *James Pott & Co.*
 Chute, Clarence A., *Hale, Cushman & Flint.*
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 Clinch, F. A., *D. Appleton & Co.*
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 Coleman, John T., *Yale University Press.*
 Collins, James T., *Horace Liveright.*
 Conner, Wm., *Milton Bradley Co.*
 Conrath, Charles A., *Sam'l Gabriel Sons & Co.*
 Consolino, J., *Frederick A. Stokes Co.*
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 Corrigan, William B., *William Morrow & Co.*
 Cox, Howard L., *P. F. Volland Co.*
 Coyle, John, *Stoll & Edwards Co.*
 Crippen, G. C., *University of Chicago Press.*
 Crowder, James L., *Horace Liveright, Random House, Modern Library.*
 Crowell, Thomas Y., 2nd, *Thomas Y. Crowell Co.*
 Cunningham, Herbert C., *Thomas Nelson & Sons.*
 Curran, G. E., *D. Appleton & Co.*
 Curren, W. M., *Barse & Co.*
 Cuthbertson, Thos., *Macmillan Co.*
 Darst, Samuel H., *Reilly & Lee Co.*
 Davies, Wilbur Hugh, *Congregational Publishing Society.*
 Davis, George M., *C. S. Hammond & Co.*
 Day, Copelin R., *W. W. Norton & Co.*
 Diamond, S. S., *Barse & Co.*
 Dickerson, Willard T., *Thomas Nelson & Sons.*
 Dillon, Elwyn G., *Garden City Publishing Co.*
 Ditmar, J. F., *Doubleday, Doran & Co.*
 Donaldson, N. V., *Yale University Press.*
 Doran, Thomas J., *Baker & Taylor Co.*
 Dorrance, W. H., *Dorrance & Co.*
 Dorsey, Samuel L., *Garden City Publishing Co.*
 Duffy, J. A., Jr., *Harper & Brothers.*
 Dumser, Lola Esler, A. T. De La Mare Co.
 Dunlap, Harry B., *Longmans Green & Co.*
 Durgin, James H., *Macmillan Co.*
 Durrell, Oliver H., *Little, Brown & Co.*
 Duryea, Charles R., *James Pott & Co.*
 Earl, H. B., *Charles Scribner's Sons.*
 Early, P. H., *Harper & Brothers.*
 Edwards, W. M., *Stoll & Edwards Co.*
 Elias, Percy, *Vanguard Press, (Macy-Masius).*
 Elliott, Hugh S., *Century Co., Minton, Balch.*
 Estes, Walter L., *Chelsea House.*
 Evans, Francis H., *P. F. Volland Co.*
 Exman, Eugene, *Harper & Brothers.*
 Farrell, R. G., *Abingdon Press.*
 Farrelly, P. J., *J. H. Sears & Co.*
 Fenno, R. F., *Norman W. Henley Publishing Co.*
 Fisk, Rollin B., *Reilly & Lee Co.*
 Fisher, J. L., *D. Appleton & Co.*
 Fischer, Frederick, *Milton Bradley Co.*
 Fitzgerald, Desmond, *Horace Liveright, Henry Holt & Co., Modern Library, Frederick Warne & Co., Ltd., Brentano's.*
 Fitzimmons, Cortland, *American News Co.*
 Flynn, E. J., *Frederick Warne & Co., Ltd.*
 Foss, H. Rodney, *John C. Winston Co.*
 Fox, George M., *McLoughlin Bros.*
 Frahm, A. Ernest, *Wm. Collins Sons & Co., George Sully & Co.*
 Fraser, R. A., *Syndicate Trading Co.*
 Fraser, John R., *John C. Winston Co.*
 Freedman, Louis, *Macmillan Co.*
 Fredenburgh, Theodore, *Harcourt, Brace & Co.*
 Frenyear, John T., *Dodge Publishing Co., Robert M. McBride & Co.*
 Friedlander, Harold, *Rand McNally & Co.*
 Friedlander, Wm. J., *Rand McNally & Co.*
 Frost, A. E., *Chelsea House.*
 Furlong, Russell L., *Jordan Publishing Co.*
 Furman, A. L., *Macaulay Co.*
 Furman, E. I., *Macaulay Co.*

- Furman, L. S., *Macaulay Co.*
Gabriel, A. R., *Sam'l Gabriel Sons & Co.*
Gabriel, B. A., *Sam'l Gabriel Sons & Co.*
Gallon, M. F., *Cupples & Leon Co.*
Galt, Sterling, Jr., *Charles Scribner's Sons.*
Gardner, T. F., *Macmillan Co.*
Gartley, Harold F., *J. B. Lippincott Co.*
Garton, R. I., *Macmillan Co.*
Gaskill, Herbert M., *J. B. Lippincott Co.*
Geer, George H., *Houghton Mifflin Co.*
Gehrs, August H., *Harcourt, Brace & Co.*
Giffin, Charles G., *E. P. Dutton & Co.*
Gillmore, H. E., Jr., *Charles Scribner's Sons.*
Gindrat, H. E., *American News Co.*
Goodstead, Charles A., *D. Van Nostrand Co.*
Goodwin, J. E., *L. C. Page & Co.*
Gordon, W. G., *Oxford University Press.*
Graham, Alan H., *Charles E. Graham & Co.*
Graham, C. E., *Charles E. Graham & Co.*
Grant, H. A., *Oxford University Press.*
Greene, Joseph F., *Little, Brown & Co.*
Grimm, C. R., *Albert Whitman & Co.*
Gsovski, Mrs. C., *Brentano's.*
Haldane, Wm., *Barse & Co.*
Hall, William P., *Funk & Wagnalls Co.*
Hallam, Frederick W., *James Pott & Co.*
Hallberg, George C., *Coward-McCann.*
Hamer, John G., *Macmillan Co.*
Hamming, Andrew, *Barse & Co.*
Hammond, Robert S., *C. S. Hammond & Co.*
Hanchette, M. J., *Chelsea House.*
Hancock, L. F., *P. F. Volland Co.*
Harper, Harry T., *Laidlaw Brothers.*
Harris, Harry Wilde, *A. L. Burt Co.*
Hart, Marshall, *L. C. Page & Co.*
Harvison, L. W., *Bobbs-Merrill Co.*
Hass, Harry, *Baker & Taylor Co.*
Hatfield, John R., *A. L. Burt Co.*
Hays, Robert N., *Payson & Clarke.*
Healy, Raymond J., *Harcourt, Brace & Co.*
Heaney, J. V., *Macrae-Smith Co., Albert Whitman & Co.*
Heany, Arthur G., *D. Van Nostrand Co.*
Heikel, Emil, *D. Appleton & Co.*
Heller, C. Z., *Cupples & Leon Co.*
Hemens, Rollin D., *University of Chicago Press.*
Hendrick, R. H., *Saalfeld Publishing Co.*
Hettinger, F. H., *Minton, Balch & Co.*
Hill, John C., *E. P. Dutton & Co., Hale, Cushman & Flint.*
Hill, John W., *Fleming H. Revell Co.*
Hilt, A. J., *A. J. Holman Co.*
Himsel, Wm. D., *McLoughlin Bros.*
Hitchens, B. F., *John C. Winston Co.*
Hobby, George R., *Thomas Y. Crowell Co.*
Hobson, William F., *G. P. Putnam's Sons.*
Hohns, Henry C., *Charles Scribner's Sons.*
Holt, Guy, *John Day Co.*
Hoover, A. B., *Milton Bradley Co.*
Hope, Frederick, *Viking Press.*
Hopkins, John, and Son, *Rand McNally & Co., Willet, Clark & Colby.*
Hopkins, W. T., *Doubleday, Doran & Co.*
Horwood, H. A., *Lincoln MacVeagh, the Dial Press, Dodd, Mead & Co., Garden City Publishing Co., Modern Library, Payson & Clarke, Ltd., W. W. Norton & Co., Frederick A. Stokes Co., Ives Washburn.*
Hotchkiss, John T., *Dodge Publishing Co., Greenberg, Publisher, Macaulay Co., Saalfeld Publishing Co., Vanguard Press (Macy-Masius).*
Houghton, Henry O., *Houghton Mifflin Co.*
Houston, J. R., *Dorrance & Co., A. J. Holman Co.*
Hovendon, M. Bruce, *J. H. Sears & Co.*
Hoyt, Lawrence W., *Simon & Schuster.*
Hunt, Ridgely, *Duffield & Co.*
Hutchins, Lyman M., *Hale, Cushman & Flint.*
Imhoff, Fred, *Milton Bradley Co.*
Inman, Maurice, *Maurice Inman.*
Isles, Allan, *Louis Carrier.*
Jervis, Edward W., *Lothrop, Lee & Shepard Co.*
Johnson, Charles A., *Reilly & Lee Co.*
Johnston, Arthur H., *Little, Brown & Co.*
Jones, Frank, *Little, Brown & Co.*
Jones, George W., *Dodge Publishing Co., Robert M. McBride & Co.*
Jordan, Charles, *Milton Bradley Co.*
Jordan, Clarence E., *A. L. Burt Co.*
Keiser, Harry F., *Abingdon Press.*
Kendall, R. W., *W. A. Wilde Co.*
Kimmey, Franklin W., *Rae D. Henkle Co.*

- Kinsey, H. C., *Cosmopolitan Book Corporation*.
 Kinzer, L. W., *James Pott & Co.*
 Kitchel, S. W., *G. P. Putnam's Sons*.
 Kline, B. F., *Henry Altemus Co.*
 Klopfer, Donald S., *Modern Library, Random House*.
 Knapp, Albert S., *Charles Scribner's Sons*.
 Kohr, Walter R., Jr., *Barse & Co., Thomas Nelson & Sons*.
 Korbel, Charles, *Oxford University Press*.
 Kornbau, Rudolph G., *John C. Winston Co.*
 Krauss, Fred, *Penn Publishing Co.*
 Krishen, J. S., *Stratford Co.*
 Kyle, Thomas F., *Thomas Nelson & Sons*.
 Ladden, N., *Maurice Inman*.
 Lamb, Harry M., *Rand McNally & Co.*
 Lanphear, Milton G., *American News Co.*
 Larson, Edward G., *Frederick A. Stokes Co.*
 Lawler, A. J., *Harper & Brothers*.
 Lea, George J., *Reilly & Lee Co.*
 Leon, Walter T., *Cupples & Leon Co.*
 Leussler, Harrison, *Houghton Mifflin Co.*
 Levy, L. M., *M. A. Donohue & Co.*
 Lewis, Ellsworth W., *C. S. Hammond & Co.*
 Lewis, Howard C., *Dodd, Mead & Co.*
 Lewis, J. Russell, *Dodd, Mead & Co.*
 Lewis, R. H., *Oxford University Press*.
 Lilja, Reuben H., *Rand McNally & Co.*
 Little, S. K., *Princeton University Press*.
 Loizeaux, Paul C., *Little, Brown & Co.*
 Long, C. S., *Rae D. Henkle Co., W. W. Norton & Co., Vanguard Press (Macy-Masius)*.
 Loring, Percy A., *Albert & Charles Boni, Edward J. Clode, Rae D. Henkle Co., W. W. Norton & Co.*
 Loveland, Gilbert, *Henry Holt & Co.*
 Lowe, Frank J., *Maurice Inman*.
 Loweree, Samuel M., *J. H. Sears & Co.*
 Luckman, E. W., *A. J. Holman Co.*
 Lull, R., *Macaulay Co.*
 Lyons, Michael, *Sam'l Gabriel Sons & Co.*
 McAuliff, Mrs. Anna, *Laidlaw Brothers*.
 McCann, John R., *E. P. Dutton & Co.*
 McCay, J. W., *Doubleday, Doran & Co.*
 McClelland, Ward, *Stoll & Edwards Co.*
 McConkey, A. W., *American News Co.*
 MacDonald, R. A., *D. Appleton & Co.*
 MacDougall, A. R., *A. J. Holman Co.*
 McGee, William, *Syndicate Trading Co.*
 McGovern, Raymond B., *American News Co.*
 McGrew, John D., *E. P. Dutton & Co.*
 McInnis, Wm., *Milton Bradley Co.*
 McKay, Alexander, *David McKay Co.*
 McKay, James S., *David McKay Co.*
 McKeachie, William S., *Baker & Taylor Co.*
 McKee, Walter V., *Walter V. McKee*.
 MacLaren, Thomas, *Thomas Nelson & Sons*.
 McLean, M. J., *Horace Liveright, Ives Washburn*.
 McLeod, George J., Ltd., *A. L. Burt Co., Harcourt, Brace & Co.*
 McMackin, Carleton E., *Walter V. McKee*.
 Macmillan, A. M., *Henry Altemus Co.*
 Macmillan Co., *Modern Library*.
 Macrae, D. L., *Macrae Smith Co.*
 McNally, R. A., *A. C. McClurg & Co., Rand McNally & Co.*
 Magel, Frank L., *Syndicate Trading Co.*
 Mahony, James C., *Frederick A. Stokes Co.*
 Mahony, Thomas F., *Frederick A. Stokes Co.*
 Malloy, James V., *Cosmopolitan Book Corporation*.
 Margolies, Joseph A., *Covici, Friede*.
 Marshall, Robert, *Chelsea House*.
 Martin, W. L., *Milton Bradley Co.*
 May, R. G., *Bobbs-Merrill Co.*
 Meeker, Kenneth H., *John Day Co., W. W. Norton & Co.*
 Mendel, Richard, *Baker & Taylor Co.*
 Messner, Julian, *Horace Liveright*.
 Metz, Clarence, *American News Co.*
 Metzger, George B., *Thomas Nelson & Sons*.
 Meyer, Julius, *John C. Winston Co.*
 Meyer, Harry V., *National Publishing Co.*
 Mezger, William L., *James Pott & Co.*
 Mill, Michael S., *Edward J. Clode, Albert Whitman & Co.*
 Millar, J., *American News Co.*
 Miller, Lewis, *Garden City Publishing Co.*
 Minton, Melville, *Minton, Balch & Co.*
 Mitchell, Albert, *E. P. Dutton & Co.*
 Moore, Harry A., *P. F. Volland Co.*
 Morse, A. L., *A. J. Holman Co.*
 Morse, H. F., *Harcourt, Brace & Co.*
 Mortimer, F. D., *J. H. Sears & Co.*
 Moseley, Hardwick, *Houghton Mifflin*.

- Mullen, John J., *Alfred A. Knopf*.
 Munk, Alex., *Platt & Munk Co.*
 Munk, Arnold H., *Platt & Munk Co.*
 Murphy, James, *Albert Whitman & Co.*
 Naramore, Harold, *Milton Bradley Co.*
 Naylor, W. H., *Abingdon Press*.
 Nemoede, H. M., *M. A. Donohue & Co.*
 Nerney, James L., *Frederick A. Stokes Co.*
 Newberry, Carl B., *Chelsea House*.
 Nott, Harry, *Milton Bradley Co.*
 Nourse, C. B., *Platt & Munk Co.*
 Nourse, Floyd H., *Garden City Publishing Co., Rae D. Henkle Co., Modern Library, J. H. Sears & Co., Viking Press*.
 Nunan, F. T. J., *A. L. Burt Co.*
 Nye, E. C. L., *National Publishing Co.*
 O'Connell, David J., *Funk & Wagnalls Co.*
 O'Kane, W. E., *John C. Winston Co.*
 Olsen, Hobart T., *Bobbs-Merrill Co.*
 Oppenheimer, George S., *Viking Press*.
 Ottenheimer, Isaac, *I. & M. Ottenheimer*.
 Ottenheimer, Moses, *I. & M. Ottenheimer*.
 Passage, Lloyd S., *Harcourt, Brace & Co.*
 Peavy, Silas K., *Macmillan Co.*
 Peck, J. Ray, *Longmans Green & Co.*
 Penney, C. B., *Abingdon Press*.
 Perkins, C. H., *McLoughlin Bros.*
 Peters, DeWitt Clinton, *Longmans Green & Co.*
 Pettibone, Walter, *Albert Whitman & Co.*
 Pfieger, Adam W., *A. J. Holman Co., Penn Pub. Co.*
 Phillips, H. A., *Charles E. Graham & Co.*
 Phillips, Jack, *Macmillan Co.*
 Pike, Theodore F., *Longmans Green & Co.*
 Pilkington, Joseph V., *Cokesbury Press*.
 Poggenborg, Raymond P., *Century Co.*
 Pointing, A. D., *Isaac Pitman & Sons*.
 Porter, Edgar W., *A. L. Burt Co.*
 Pottinger, David T., *Harvard University Press*.
 Proctor, David M., *McLoughlin Bros.*
 Putney, C. L., *L. C. Page & Co.*
 Raymond, Herbert, *Houghton Mifflin Co.*
 Reid, C. S., *National Publishing Co.*
 Revell, Fleming H., Jr., *Fleming H. Revell Co.*
 Richards, K. B., *Macmillan Co.*
 Rietz, John L., *Fleming H. Revell Co.*
 Ripperger, H. L., *Oxford University Press*.
 Ritt, J. J., *Abingdon Press*.
 Rittenhouse, George F., *Baker & Taylor Co.*
 Robertson, W. J., *Oxford University Press*.
 Robinson, William C., *J. B. Lippincott Co.*
 Roche, A. P., *L. C. Page & Co.*
 Rolley, P. W., *Saalfeld Publishing Co.*
 Ronne, C. C., *Alfred A. Knopf*.
 Rose, Sidney, *American News Co.*
 Rose, W. H., *Harper & Brothers*.
 Rosenberg, Melrich V., *Albert & Charles Boni, Horace Liveright, Walter V. McKee, Modern Library, Random House, Simon & Schuster, Viking Press*.
 Russey, F. B., *Longmans Green & Co., Payson & Clarke*.
 Saalfeld, A. G., *Saalfeld Publishing Co.*
 Salmon, Thomas A., *Houghton Mifflin Co.*
 Sanford, W. J., *W. A. Wilde Co.*
 Savage, Alma H., *Macmillan Co.*
 Savage, Harry F., *Frederick A. Stokes Co.*
 Savage, William L., *Charles Scribner's Sons*.
 Schepmoes, C. C., *Oxford University Press*.
 Schwab, William C., *Syndicate Trading Co.*
 Schwartz, Albert I., *American News Co.*
 Schwartz, William J., *Charles E. Graham & Co.*
 Scott, Cecil A., *Macmillan Co.*
 Seiffert, G. V., *Doubleday, Doran & Co.*
 Shearson, Charles A., *E. P. Dutton & Co.*
 Shepherd, W. O., *John C. Winston Co.*
 Shoemaker, Charles C., *Penn Publishing Co.*
 Shirley, Robert A., *Hale, Cushman & Flint*.
 Silver, W. W., *James Pott & Co.*
 Simon, R. L., *Simon & Schuster*.
 Simon, Robert, *Greenberg, Publisher*.
 Siwek, Manuel, *Horace Liveright*.
 Sloane, Francis J., *Duffield & Co.*
 Smalley, Carl J., *Covici, Friede, Walter V. McKee, Random House*.
 Smith, Allan M., *Macrae Smith Co.*
 Smith, Harry A., *A. L. Burt Co.*
 Smith, Ronald, *Macmillan Co.*
 Smith, Samuel S., Jr., *Regan Publications*.
 Smith, Wiley J., *Judson Press*.

- Smith, William Warren, *Harvard University Press*.
- Smithers, George, *Horace Liveright, Ives Washburn*.
- Snyder, Harry M., *Cosmopolitan Book Corporation, Cupples & Leon Co., Dodd, Mead & Co., Dodge Publishing Co., Sam'l Gabriel Sons & Co., Garden City Publishing Co., Harcourt, Brace & Co., Harper & Bros., Houghton Mifflin Co., Alfred A. Knopf, Horace Liveright, Minton, Balch & Co., Robert McBride & Co., Walter V. McKee, Modern Library, William Morrow & Co., W. W. Norton & Co., Payson & Clarke, Ltd., G. P. Putnam's Sons, Charles Scribner's Sons, Frederick A. Stokes Co., Ives Washburn*.
- Solomon, Louis, *Dodge Publishing Co., R. M. McBride & Co.*
- Sommer, John W., *G. P. Putnam's Sons*.
- Spaulding, Frederick, *Milton Bradley Co.*
- Spero, Ben, *Saalfeld Publishing Co.*
- Steed, Virgil, *Brentano's, Cosmopolitan Book Corporation, Duffield & Co., Henry Holt & Co., Wm. Morrow & Co.*
- Steers, Joseph B., *Alfred A. Knopf*.
- Steinlein, Eric J., *Dodge Publishing Co., R. M. McBride & Co.*
- Sternberg, Jay, *Alfred A. Knopf*.
- Stevens, Albert W., *Little, Brown & Co.*
- Stevenson, Donald McL., *William Morrow & Co.*
- Stevenson, Nevin S., *Dodd, Mead & Co.*
- Stokes, Brett, *Frederick A. Stokes Co.*
- Stoll, H. S., *Stoll & Edwards Co.*
- Stone, Charles S., *Cupples & Leon Co., Sam'l Gabriel Sons & Co.*
- Strangland, Opal, *Macmillan Co.*
- Stratton, Thos J., *Judson Press*.
- Strnad, John, *C. S. Hammond & Co.*
- Sturges, K. S., *Charles Scribner's Sons*.
- Sully, George, *George Sully & Co., Wm. Collins & Sons Co.*
- Sully, George Leonard, *George Sully & Co.*
- Sully, Harry W., *Charles E. Graham & Co.*
- Sumner, Sally, *Woman's Press*.
- Swift, Arthur P., *John C. Winston Co.*
- Terrell, James M., *Henry Holt & Co.*
- Thomas, W. M., *National Publishing Co.*
- Thompson, J. L., *Charles Scribner's Sons*.
- Thornhill, Arthur H., *Little, Brown & Co.*
- Tietz, Harry W., *Thomas Nelson & Sons*.
- Tilley, Richard F., *Lothrop, Lee & Shepard Co.*
- Treble, Arthur L., *Frederick Warne & Co., Ltd.*
- Trenkle, Chas. J., *Macmillan Co.*
- Troxell, Allen, *Oxford University Press*.
- Ulrich, A. A., *Oxford University Press*.
- Upshaw, Banks, *Henry Holt & Co.*
- Van Nostrand, L., *Milton Bradley Co.*
- Van Wagenen, E. W., *Chelsea House*.
- Vass, E. J., *Lincoln MacVeagh, the Dial Press*.
- Vernon, Grenville, *Lincoln MacVeagh, the Dial Press*.
- Vingie, Ray, *Cupples & Leon Co.*
- Vose, John C., *A. L. Burt Co.*
- Voss, Sylvanus H., *Barse & Co., Maurice Inman, L. G. Page & Co.*
- Wachob, Wallace, *Albert & Charles Boni, John Day Co., Duffield & Co., Robert M. McBride & Co., Lincoln MacVeagh—the Dial Press, W. W. Norton & Co.*
- Wadsworth, W. C., *Platt & Munk Co.*
- Walker, Stanley, *Henry Holt & Co.*
- Walker, Wm. R., *McLoughlin Bros.*
- Wallace, C. W., *Cosmopolitan Book Corporation, Cupples & Leon Co.*
- Watt, G. Howard, *G. Howard Watt*.
- Watts, T. M., *Charles Scribner's Sons*.
- Webb, V. K., *L. G. Page & Co.*
- Welker, Leon, *D. Appleton & Co.*
- Wentzel, W. E., *McLoughlin Bros.*
- Wessels, A., *A. C. McClurg & Co., Isaac Pitman & Sons*.
- Wetherbee, Arthur E., *Hale, Cushman & Flint*.
- Whelpley, A., *Chelsea House*.
- White, Alfred J., *Minton, Balch & Co.*
- White, Frank G., *Wm. Collins Sons & Co., George Sully & Co.*
- Whitehead, R. J., *Payson & Clarke*.
- Whitman, Albert, *Albert Whitman & Co.*
- Whitham, J. S., *Chelsea House*.
- Whitney, A. H., *Charles Scribner's Sons*.
- Wikstrand, Victor, *Macmillan Co.*
- Wilde, Allan H., *W. A. Wilde Co.*
- Wilcox, James H., *National Publishing Co.*
- Wilson, Carl K., *Norman W. Henley*

Publishing Co., Longmans Green & Co., Payson & Clarke, Ltd.
 Wilson, J. G., *Chelsea House.*
 Winters, John F., *Century Co.*
 Witsil, J. T., *D. Appleton & Co.*
 Wolfson, Harold M., *Modern Library.*
 Woodward, Herbert, *McLoughlin Bros.*
 Wreden, N. R., *John Day Co., Dorrance & Co., Lincoln MacVeagh—the Dial*

Press, W. W. Norton & Co., Vanguard Press (Macy-Masius).
 Wyatt, L. W., *Saalfeld Publishing Co.*
 Young, Henry K., *A. L. Burt Co.*
 Young, J. G., *Platt & Munk Co.*
 Young, William P., *J. B. Lippincott Co.*
 Zerbe, A. J., *Cupples & Leon Co., Laidlaw Brothers.*
 Ziegler, E. H., *Doubleday, Doran & Co.*

Department Stores Having Book Sections

(With Names of the Buyers in Parentheses)

Alabama

Birmingham.—Loveman, Joseph, & Loeb. (Miss Loveman.)
 —Pizitz, D. G. Co. (S. Rosenthal.)
Florence.—B. A. Rogers & Bro. (J. T. Simmons.)
Mobile.—L. Hammel D. G. Co. (B. Strauss and Miss Mackie.)
Montgomery.—Montgomery Fair. (Mr. Scott.)

Arizona

Phoenix.—Korrick D. G. Co. (I. P. Collin.)

Arkansas

Fort Smith.—Boston Store Dry Goods Co. (G. E. Berson.)
Little Rock.—Gus Blass Co. (Miss Weil.)

California

Fresno.—E. Gottschalk & Co., Inc. (G. Oliver.)
Hollywood.—Robertson & Co. (Robert H. Smithers.)
Los Angeles.—Broadway Dept. Stores. (E. J. Moriarty.)
 —Bullock's. (Miss June Cleveland.)
 —The May Co. (Miss Mary Perks.)
 —J. W. Robinson Co. (Philip E. Kubel.)
 —Walker's Dept. Store. (T. C. Palmer.)
Oakland.—Smith Bros., care of Capwell's. (Mrs. W. C. Gilkerson.)
 —Eugene Sommers, care of B. F. Schlesinger & Sons, Oakland. (Miss M. Jacobs.)

Sacramento.—Weinstock Lubin & Co. (Miss Shannon.)
San Francisco.—The Emporium. (Walker M. Thorn.)
 —Raphael Weill Co., Inc. (James Habersham.)
 —City of Paris Dry Goods Co. (Miss K. I. Ritchie.)
 —Hale Bros., Inc. (J. P. Edwards.)
 —O'Connor-Moffatt & Co. (L. A. Artieres.)
San Jose.—O. A. Hale & Co. (G. M. Fontaine.)
Stockton.—Stockton D. G. Co.

Colorado

Colorado Springs.—Grimwood's. (Mrs. A. E. Grimwood.)
Denver.—Daniels & Fisher Stores Co. (Mrs. O. Miller.)
 —Denver Dry Goods Co. (Miss V. Reimer.)
 —A. T. Lewis & Son Dry Goods Co. (Agnes Parish.)
Pueblo.—The Crew-Beggs Dry Goods Co. (D. P. Miller.)

Connecticut

Bridgeport.—Howland Dry Goods Co. (Mrs. M. B. Gill.)
 —D. M. Read Co. (Mrs. G. J. Carter.)
Derby.—Howard & Barber Co. (Charles A. Cook.)
Hartford.—Brown, Thomson & Co. (J. M. Rourke.)

—G. Fox & Co. (Mrs. K. M. Klean.)
New Britain.—"The Fair." (S. M. Davidson and Miss Daly.)
New Haven.—The Edward Malley Co. (J. C. Mizer.)
 —Shartenberg's. (A. R. Womrath.)
New London.—The S. A. Goldsmith Co. (N. Dreyfus.)
 —James Hislop & Co. (Robert Holt.)
Norwich.—Porteous & Mitchell. (Mr. McGrath.)
 —Reid & Hughes Co. (G. R. Gifford.)
Torrington.—W. W. Mertz Co. (W. W. Mertz.)
Waterbury.—Curran Dry Goods. (O. W. Breux.)
 —The Howland-Hughes Co. (Mr. Burnham.)
Willimantic.—H. C. Murray Co. (Joseph B. Riordan.)
Winsted.—J. P. Davidson & Son. (Mr. Davidson.)

Delaware

Wilmington.—Lippincott & Co. (E. C. Killen.)

District of Columbia

Washington.—S. Kann & Sons Co. (S. L. Nye.)
 —Woodward & Lothrop. (F. E. Woodward and Miss Lewis.)

Florida

Bradentown.—The Montgomery Roberts Co. (R. G. Roberts and Miss Murat.)
Orlando.—The Yowell-Drew Co. (Mrs. L. M. Burnett.)
Miami.—W. M. Burdine's Sons. (Mrs. Anna Thayer.)
 —Cromer-Cassels. (Miss Parker.)
Tampa.—Maas Bros. (E. C. De Pury.)
St. Cloud.—Conn's Dept. Store. (Mr. Zimmerman.)

Georgia

Atlanta.—M. Rich & Bros. Co. (Lucille Bundscho.)
 —Chamberlin-Johnson Du Bose Co. (Mrs. M. Russell.)
 —Davison Paxon Stokes Co. (Miss Cockell.)
Augusta.—J. B. White & Co. (Mr. Carr.)
Savannah.—Leopold Adler. (J. S. Fishman.)

Idaho

Boise.—Falk Mercantile Co. (Miss Capps.)
 —C. C. Anderson Co.
Caldwell.—C. C. Anderson Co.
Nampa.—Nampa Dept. Store.

Illinois

Canton.—Frank A. White & Brothers. (Miss Thompson.)
Champaign.—W. Lewis & Co. (Herman Lewis and Miss Dunn.)
Chicago.—Boston Store. (Western B. & S. Co.)
 —Butler Bros., Wholesalers. (Otto Zelenka.)
 —Carson, Pirie, Scott & Co. (Ralph B. Henry.)
 —Davis Dry Goods Co. (Mrs. J. Greene.)
 —"The Fair." (Western Book and Stationery Co.)
 —Hillman Dept. Store.
 —L. Klein, Inc. (Mr. E. Mayer.)
 —Larkin Store.
 —Marshall Field & Co. (Mrs. Marcella Burns-Hahner.)
 —Sears, Roebuck & Co. (Geo. R. Bingham.)
 —Mandel Bros.
 —Spurgeon Mercantile Co. (Mr. Spurgeon.)
 —Montgomery Ward & Co. (Duke Hill.)
 —W. A. Wieboldt & Co. (Roy L. Haines.)
Danville.—Meis Bros. Dept. Store. (O. T. Ballhorn.)
Decatur.—Linn & Scruggs Dry Goods Co. (V. C. Rice.)
Downers Grove.—McCartney Worthen Co. (Mr. Worthen.)
Elgin.—Ackermann Bros. (Miss Jennie Miller.)
 —T. I. Swan. (Miss B. Taylor.)
Evanston.—Lord's, Inc. (Miss M. E. Kluefer.)
 —Rosenberg's Dept. Store. (Mrs. Duncan.)
 —McAllister-Lewis Co.
Galesburg.—O. T. Johnson Co. (F. L. Parks.)
Geneva.—Pittsford D. G.
Hinsdale.—McAllister, Ehert Co.
Kewanee.—Kewanee Dry Goods Co. (F. H. Bourne.)

La Grange.—McAllister Schoen Co.
Moline.—The Fisk & Loosley Co., Inc.
 (Miss Molton.)
Monmouth.—E. B. Colwell Co. (Mrs.
 Glasgow.)
Oak Park.—Schoen D. G. Co.
Paris.—Jones Dry Goods Co. (W. Hoe-
 nig.)
Peoria.—Block & Kuhl Co. (Miss Mills.)
 —P. A. Bergner & Co. (Adele Burton.)
Rock Island.—McCabe Dry Goods Co.
Rockford.—Hess Bros. & Co.
Streator.—D. Heenan Mercantile Co.
West Chicago.—J. Rohr & Co. (Mr.
 Rohr.)
Wheaton.—Pittsford Dry Goods Co.
 (W. J. Pittsford.)
Winnetka.—G. J. Zick Dept. Store.

Indiana

Bloomington.—The Wicks Co. (Otto
 Rott.)
Crawfordsville. — Graham Department
 Store. (N. F. Graham.)
Ft. Wayne.—Dessauer Bros. (Mr. L. S.
 Dessauer.)
Hammond.—Kaufman & Wolf. (Chas.
 P. Green.)
 —Edmond C. Minos Co. Dept. Store.
Indianapolis.—Pettis Dry Goods Co.
 (Miss Langshaw.)
 —The Nick Kerz Co. (Miss T. Kerz.)
 —L. S. Ayres & Co. (Miss Grace Thomp-
 son.)
 —William H. Block Company.
Kokomo.—Thalman & Levi. (J. S. Levi.)
Lafayette.—Loeb & Hene Co. (Samuel
 M. Loeb.)
Logansport.—Seybold Dry Goods Com-
 pany. (Mr. Seybold.)
Marion.—The Boston Big Store Co.
 (Chas. Herring.)
Rushville.—Mullin & Rugenstein.
South Bend.—Ellsworth Short. (M.
 Krau.)
 —George Wyman & Co.
Terre Haute.—A. Herz, Inc. (Miss
 Mayme Henry.)
Valparaiso.—J. Lowenstine & Sons. (G.
 S. Bartholomew.)

Iowa

Burlington.—John Boesch Co. (Miss
 Bertha McHibben.)
Centreville.—Graham Dept. Stores Co.
Glarinda.—Graham Dept. Stores Co.
Corydon.—Graham Dept. Stores Co.

Davenport.—Harned & von Maur. (Eve-
 lyn G. Downs.)
 —J. H. C. Peterson's Sons. (Miss L.
 Lepper.)
Decorah.—Graham Dept. Stores Co.
Denison.—Balle Brodersen Co. (Miss
 Watje.)
Des Moines.—Yunker Bros., Inc. (Mrs.
 L. K. Ellis.)
 —L. Onansky & Sons. (Mrs. D. Oran-
 sky.)
Dubuque.—Roshek Bros. Co. (Miss A.
 Scharle.)
Fairfield.—Wade & Bonfield. (C. W.
 Wade.)
Fort Dodge.—John's Dry Goods Co.
 (R. M. Stevens.)
Iowa City.—Yetter's Dept. Store.
Mason City.—Latimer Dept. Store.
New London.—Graham Dept. Stores Co.
Oskaloosa.—Oppenheimer, Alsop Co. (El-
 mer Bryan.)
Sioux City.—Davidson Bros. Co. (Mr.
 Orcut.)
 —T. S. Martin Co. (Miss Kathrine
 Westcott.)
Washington.—Graham Dept. Stores Co.
Waterloo.—Paul Davis D. G. Co. (W.
 T. Warwick.)
West Union.—Graham Dept. Stores Co.

Kansas

Emporia.—Rorabaugh Paxton Dry Goods
 Co. (Mrs. C. Weed.)
Hutchinson. — Rorabaugh, Wiley Dry
 Goods Co. (V. M. Wiley.)
Salina.—Rorabaugh Stores Co.
Topeka.—The Pelletier Co. (A. P. Mc-
 Keown.)
 —George Innes Company. (Franklin M.
 Watts.)
Wichita.—Rorabaugh Dry Goods Co.
 (J. P. Morrison.)

Kentucky

Covington.—John R. Choppin Co. (Stew-
 art Kidd Co.)
Danville.—The Hub Pushin Co. (W. S.
 Frankel.)
Lexington.—John D. Purcell Co. (Mr.
 Denniston.)
 —Reister's Department Store.
Louisville.—The Stewart Dry Goods Co.
 (Mrs. M. Bailey.)
 —Kaufman Straus Co. (Ruby A. Dennis.)
 —Herman Straus & Sons Co., Inc. (Mrs.
 Bertha Worth.)

Louisiana

- Lake Charles.*—The Muller Co., Ltd.
(Miss J. Griffin.)
New Orleans.—Maison Blanche Co. (Mr.
Britton and Miss K. Connelly.)
—D. H. Holmes Co. (E. H. Pritchard.)

Maine

- Augusta.*—D. W. Adams Co. (W. J.
Worrell.)
Bangor.—Freese's. (Paul Freese.)
Damariscotta.—G. W. Hussey & Co.
(Mr. Hussey.)
Ellsworth.—C. L. Morang Dept. Store.
(H. A. Walker.)
Houlton.—G. W. Richards Co. (Mr. H.
Richards.)
Lewiston.—B. Peck Co. (Miss B. A.
Channell.)
Portland.—Owen, Moore & Co. (Miss
Fitzpatrick.)
—Porteous, Mitchell & Braun Co. (O.
A. Moore.)
—J. R. Libby Co. (Miss Manchester.)
Rockland.—Fuller-Cobb-Davis, Inc. (Miss
M. Bacheller.)
Rumford.—Everett K. Day Co. (Mr.
Sherman Adams.)
—C. H. McKenzie Co. (S. Peabody.)
Sanford.—Paris Ladies Dept. Store. (Mrs.
Thompson.)

Maryland

- Baltimore.*—Hochschild, Kohn & Co. (V.
Slifer.)
—Bernheimer-Leader. (Western B. & S.
Co.) (Lela M. Ray.)
—Stewart & Co. (Miss Bessie Conway.)
—Baltimore Bargain House, Wholesale.
(B. W. Seabald.)
—Brager Dept. Store (J. Jankoner.)
—Hutzler Bros. Co. (Miss M. Dixey.)

Massachusetts

- Athol.*—Goodnow-Pearson-Orton Co.
(Paul Orton.)
Beverly.—Almy, Bigelow & Washburn.
Brockton.—James Edgar Co. (S. E. Mur-
ray.)
Boston.—Houghton & Dutton. (Alice
Dempsey.)
—Jordan, Marsh Co. (E. A. Pitman.)
—Shepard Stores. (John Shepard, Jr.)
—Timothy Smith & Co. (Miss Pratt.)
—R. H. Stearns Co. (Mr. Lowry.)
—R. H. White Co. (W. C. Everett.)

- Fall River.*—R. A. McWhirr Co. (Mr.
Armitage.)
—The Steiger-Cox Co. (W. Hoyle.)
Fitchburg.—Nicholas & Frost. (Miss
Cate.)
Gardner.—Goodnow-Pearson & Co. (A.
Harrington.)
Gloucester.—Wm. G. Brown & Co.
(Miss M. Curtis.)
—Almy, Bigelow & Washburn.
Greenfield.—J. Wilson & Co. (Miss
Lane.)
Haverhill.—Mitchell & Co. (Miss M.
Currie.)
Holyoke.—McAuslan & Wakelin Co.
—A. Steiger & Co. (Mr. Steiger.)
Lawrence.—A. B. Sutherland Co. (J. H.
Barrett.)
—Mailman, Hanlon & Cullen Co. (Mrs.
Henderson.)
Lowell.—A. G. Pollard Co. (Jas. A.
Burns.)
—The Bon Marché Dry Goods Co. (Mr.
Weniggman.)
Lynn.—P. B. Magrane Store, Inc. (C. D.
Bixby.)
—Burrows & Sanford. (Mr. W. Bur-
rows.)
—T. W. Rogers Co. (Mr. Haskell.)
Malden.—F. N. Joslin & Co. (Mr. Kim-
ball.)
Mattapan.—Carr's Dept. Store. (Mr.
Skelly.)
Maynard.—W. B. Case & Sons.
New Bedford.—New Bedford Dry Goods
Co. (A. J. Potvin.)
—Steiger-Dudgeon Co. (Mr. Hoyle.)
North Adams.—Consolidated Dry Goods
Co. (Mr. Reed.)
Northampton.—Consolidated Dry Goods
Co. (McCallum's.)
Norwood.—H. E. Rice & Co. (H. E.
Rice.)
Pittsfield.—England Bros. (Miss K.
Manion.)
—Holden & Stone Co. (John Wood.)
Salem.—Almy, Bigelow & Washburn.
(Miss Murphy.)
Somerville.—Park Snow, Inc. (M. H.
O'Connor.)
Springfield.—Forbes & Wallace. (Mrs.
J. Murdough.)
—Meekins, Packard and Wheat (Double-
day, Doran.) (Harry Preller.)
Waltham.—Park Snow, Inc. (M. H.
O'Connor.)

Worcester.—Barnard, Summer & Putnam Co. (W. J. Jamison.)
—Denholm & McKay Co. (Margaret Gordon.)

Michigan

Alma.—D. W. Robinson. (Mr. Robinson.)
Calumet.—Vertin Bros. & Co. (Mr. Trione.)
Detroit.—Crowley, Milner Co. (Miss A. Mitchell.)
—Demery & Co. (Wm. Demery.)
—J. L. Hudson Co. (Mrs. A. S. Morris.)
Flint.—Smith, Bridgman & Co. (Mr. H. Weis.)
Grand Rapids.—Chas. Trankla & Co. (Gilbert M. Robertson.)
—Herpolsheimer Co. (Mrs. M. Smith.)
—Wurzburg D. G. Co.
Jackson.—Glasgow Bros. (Miss Franklin.)
Kalamazoo.—J. R. Jones' Sons & Co. (Miss A. Cobb.)
—Gilmore Bros. (Miss Marie Cole.)
Lansing.—The F. N. Arbaugh Co. (Mrs. Sinclair.)
—J. W. Knapp Co. (E. V. Wren.)
Muskegon Heights.—S. R. Parsons. (Mr. Parsons.)
Port Huron.—J. B. Sperry Co. (Mr. Credzall.)
Saginaw.—M. W. Tanner Co. (L. W. Bixby.)
Three Oaks.—Three Oaks Dept. Store.
Traverse City.—Hannah & Lay Mercantile Co. (H. Baxter.)

Minnesota

Albert Lea.—Skinner, Chamberlain & Co. (A. M. Skinner.)
Duluth.—I. Freimuth. (Mr. Fleishman.)
—Glass Block Store Co., Inc. (Miss C. Church.)
Hibbing.—Lippman's Dept. Store. (Mr. Wood.)
Hutchinson.—Braun's (Henry Braun, Jr.)
Minneapolis.—The Dayton Co. (F. B. Winding.)
—Butler Bros., Wholesalers. (George E. Andrews.)
—L. S. Donaldson Co. (Miss Smith.)
—Powers Mercantile Co. (L. H. Wells.)
St. Paul.—"The Golden Rule." (R. Smith.)
—Emporium Mercantile Co. (Mr. G. L. Raiden.)

—Schuneman & Mannheimer. (W. Schuneman.)
Stillwater.—Murphy & Co. (O. M. Cronquist.)
Virginia.—Alexander Reid & Co. (Mr. Gebrhart.)

Missouri

Carthage.—Ramsay Bros. D. G. Co. (Miss Russell.)
Columbia.—The Missouri Store. (W. W. Elwang.)
Joplin.—Newman Mercantile Co. (Mrs. Towsen and Mr. Downey.)
—Emery Bird Thayer D. G. Co. (Ivan M. Thyberg.)
Kansas City.—Jones Store Co. (Mrs. Jackson.)
—Geo. B. Peck Dry Goods Co. (P. A. McKenna.)
Maryville.—Yehle Dry Goods Co. (C. J. Alderman.)
St. Joseph.—Townsend, Wyatt & Wall Dry Goods Co. (Wood Burns.)
—Hirsh Bros. D. G. Co. (Mrs. E. R. Stevenson.)
St. Louis.—Butler Bros., Wholesalers. (Louis Fuerst.)
—Famous & Barr Co. (P. J. Sefranka.)
—Scruggs, Vandevoort & Barney. (G. A. Klages.)
—Stix, Baer & Fuller Dry Goods Co. (Edwin I. Hyke.)
Springfield.—Chas. H. Heer Dry Goods Co. (Mr. Heer.)

Montana

Butte.—Symons Dry Goods Co. (J. S. Kula.)
Great Falls.—Strain Bros. (Mrs. M. Dynes.)
Havre.—F. A. Buttrey Co. (B. T. McCormick.)

Nebraska

Hastings.—Stein Bros. Co. (Miss L. T. Hulburt.)
Lincoln.—Miller & Paine. (Mrs. Helen Avery.)
—H. Herpolsheimer Co. (H. L. Bowman.)
Omaha.—J. L. Brandeis & Sons. (W. A. Holland, care of Western B. & S. Co.)
West Point.—The Bauman Co. (E. M. Bauman and Miss E. Otto.)

Nevada

Reno.—Gray, Reid, Wright Co. (Mrs. G. M. Compton.)

New Hampshire

Lebanon.—A. B. Hunt.

Manchester.—Barton Co. (Mr. Day.)

Portsmouth.—Lewis E. Staples. (Mr. Cheney.)

—D. F. Borthwick. (D. F. Borthwick.)

Peterboro.—Goodnow & Derby. (H. Derby.)

New Jersey

Asbury Park.—The Steinbach Co. (Mrs. McTague.)

Atlantic City.—M. E. Blatt Co. (Mr. Pincus.)

Burlington.—R. G. Dunn. (Mrs. Dunn and Miss Shinn.)

Granford.—Berry & Co. (S. J. Berry.)

East Orange.—Muir Department Store. (J. H. Watson.)

Elizabeth.—The Goerke-Kirch Co. (Miss Brady.)

—Levy Bros., Inc. (Mr. E. Levy.)

Freehold.—Levy Bros. (Mrs. M. Wilbur.)

Irvington.—H. Berger Dept. Store. (A. Berger.)

Long Branch.—Joseph Goldstein. (Mr. Goldstein.)

Newark.—L. Bamberger & Co. (Miss E. M. Jacobus.)

—Kresge Dept. Stores, Inc.

—Berger Dept. Store. (J. H. Larsen.)

—The Goerke Co. (Mr. Borshart.)

—Hahne & Co. (Mr. McIlvaine.)

Paterson.—Quackenbush Co. (Mrs. Helen King.)

Perth Amboy.—Reynolds Bros. (Mr. Topping.)

Trenton.—S. P. Dunham & Co. (Mrs. Schultz.)

New York

Albany.—W. M. Whitney & Co. (H. W. Rextrew.)

—John G. Myers Co. (Miss Alice Reilly.)

Auburn.—Fowler Dry Goods Co. (P. W. Fowler.)

Binghamton.—Fowler, Dick & Walker. (Miss Harriet B. Mason.)

—Hills, McLean & Haskins. (Miss A. Mack.)

Brooklyn.—Abraham & Straus. (Mr. D.

C. Corbin, buyer; ass't. buyer, Zillah Cummings.)

—H. Batterman Co. (Mr. C. Herman.)

—Burden & Co., Inc. (Mr. Maxwell.)

—A. I. Namm Co. (Mr. Womrath.)

—Frederick Loeser & Co. (Miss M. Simpson.)

—Good Friends Dept. Store.

—J. D. Wilson & Sons. (Mrs. Bergman.)

Buffalo.—Adam, Meldrum & Anderson Co. (Henry J. Simmons.)

—J. N. Adam & Co. (Miss H. J. Hall.)

—The Wm. Hengerer Co. (Miss T. J. Cummings.)

—E. W. Edwards & Son. (Miss H. Feldman.)

Cohoes.—R. Wilcox. (Miss L. Leonard.)

Corning.—Wing & Bostwick. (Mr. Perry.)

Glens Falls.—Boston Store. (Mr. Bazinette.)

Gloversville.—Argersinger Co., Inc. (H. P. Putnam.)

Haverstraw.—Baum Bros. (C. K. Baum.)

Hoosick Falls.—M. Lurie & Co. (Mr. Brahan.)

Hudson.—Marsh & Backman. (Miss Potts.)

Ithaca.—Rothschild Bros. (Leon D. Rothschild.)

Jamestown.—Abrahamson & Bigelow Co. (Grace Bucklin.)

Kingston.—Rose & Gorman, Inc. (Mr. Gorman and Miss McDonald.)

Lockport.—Jenss Brothers. (E. W. Myers.)

—Williams Bros. Co.

Long Island, N. Y.—

—*Flushing.*—Abramson's Dept. Store. (Mr. Huber.)

—*Jamaica.*—Plaut's Dept. Store. (Mr. Plaut.)

Malone.—Wm. P. Empsall & Co., Inc. (Wm. P. Empsall.)

Mt. Vernon.—Genung, McArdle & Campbell. (Miss Balis.)

Middletown.—Tompkins Dry Goods Co. (Mr. De Creny.)

New Rochelle.—Ware's Department Store. (Miss McCormack.)

New York City.—Adams, Flanigan Co. (Miss Woods.)

—Adams Wertheimer Co. (Miss McGivern.)

—Bloomingdale Bros. (A. R. Womrath & Co.)

—L. M. Blumstein. (J. Mahrer, Jr.)
 —Butler Bros., Wholesalers. (M. E. Pendergast.)
 —Gimbel Brothers. (Mrs. Guenney.)
 —James A. Hearn & Son. (Miss Parker.)
 —H. C. F. Koch & Co. (Mrs. E. Smith.)
 —The Lord & Taylor Book Shop. (Miss Ennis.)
 —R. H. Macy Co. (Stella McClure.)
 —McCreery Bookshop. (Doubleday, Doran.) (Blanche Statler.)
 —Francis Rogers & Son. (E. B. Tabbert.)
 —Stern Brothers. (Miss I. Foster.)
 —Syndicate Trading Co., Wholesalers.
 —John Wanamaker. (George Cryan.)
Newburgh.—John Schoonmaker & Son. (F. A. Munger and Miss Brooks.)
Niagara Falls.—Jenss Bros. (Ernest Jenss.)
 —Niagara Dry Goods Co. (F. J. Fisher and J. W. Roblin.)
 —Beir Bros. (Mr. Wright.)
Nyack.—Hannison & Dalley. (Miss Lynch.)
Ogdensburg.—Nathan Franks Sons. (Leo Frank.)
Olean.—Bradner's Dept. Store. (Mr. O'Donnell.)
Oneonta.—Oneonta Dept. Store. (Mrs. Williams.)
Oswego.—Geo. H. Campbell & Co. (Mr. Wallace.)
Penn Yan.—The Metropolitan. (Mr. Hamlin.)
Plattsburg.—Shannons, Inc.
Poughkeepsie.—Luckey, Platt & Co. (Mr. Woodward.)
 —Wallace Co. (Miss Mellians.)
Rochester.—E. W. Edwards & Son. (Mr. Ward.)
 —Sibley, Lindsay & Curr Co. (R. G. Powers.)
 —A. R. Womrath, Inc., care of McCurdy's. (Mr. O'Connor.)
Rome.—F. E. Bacon Co. (Miss Rosenberg.)
 —R. A. Sprague. (Mr. Sprague.)
Saugerties.—Reed & Reed. (Mr. MacMullen.)
Schenectady.—H. S. Barney Co. (Miss Elizabeth A. Ledger.)
 —The Boston Store. (Edw. Hooley.)
 —The Wallace Co. (B. Ginster.)
Syracuse.—E. W. Edwards & Son. (Jane Bettinger.)

—C. E. Chappell Sons, Inc. (Mrs. Jacobus.)
 —Hunter's Inc. (Mr. E. E. Searffe.)
Troy.—Wm. H. Frear & Co. (R. V. Page.)
Watertown.—Frank A. Empsall & Co. (L. L. Dorr.)
Yonkers.—Marshall-Matheson Co. (W. S. Adler.)

North Carolina

Asheville.—Bon Marché. (Miss Kaufman.)
Charlotte.—Efird's Dept. Store. (Mr. Flicker.)
Greensboro.—The Meyers Co. (J. T. Martin.)

North Dakota

Fargo.—Herbst Dept. Store.
Grand Forks.—R. B. Griffith Co. (F. C. Bundlie.)

Ohio

Akron.—The M. O'Neill Co. (William E. Glass.)
Ashland.—The Home Co. (Ellsworth Shinn.)
Ashtabula.—D. L. Davis Co. (D. L. Davis.)
Cambridge.—Potter-Davis Co. (M. Hood.)
Canton.—Wm. R. Zollinger & Co. (Mr. Young.)
 —The Erlanger Dry Goods Co. (Mr. Nye.)
Cincinnati.—H. & L. Pogue Co. (Stewart Kidd.)
 —The John Shillito Co. (Mr. Chandler.)
Cleveland.—Halle Brothers Co. (Miss V. S. Hutchinson.)
 —Fries & Schuele. (Charles Meyers.)
 —Higbee Book Shop. (Doubleday, Page & Co.) (Mrs. Kline.)
 —The May Co. (Jas. A. Neiman.)
 —The Stearn Co. (Mr. Altman.)
Columbus.—F. R. Lazarus Co. (Mrs. L. S. Teeter.)
 —H. Kobacher & Sons Co. (Mr. Lee Lifland.)
 —Moorehouse-Martens. (Janice Allen.)
Dayton.—Elder & Johnson Co. (Fred Fleischauer.)
 —Rike-Kumler Co. (Lydia G. Fraser.)
Delaware.—C. O. Haas. (Mr. Haas.)
Findlay.—C. F. Jackson Co. (K. S. Jackson.)
Hamilton.—Robinson-Schwenn Co. (Mr. Schwenn.)

- Halperin & Son. (Mr. Harry Halperin.)
Lima.—Gus Holstine Dry Goods Co. (Mr. Brown.)
Marion.—The Uhler-Philips Co. (J. A. Raub.)
Middletown.—The John Ross Co. (John Ross and Mr. Kane.)
Mount Vernon.—Woolson Co. (O. C. Osborne.)
Portsmouth.—Anderson Bros. Co. (E. C. Hood.)
Sandusky.—Herb & Meyers Co. (A. F. Macmillan.)
—Scheuer-Frankel Co. (Mr. Smith.)
Springfield.—The Edw. Wren Co. (Ann J. Wolfe.)
Toledo.—La Salle & Koch Co. (Harold Koch.)
—Lamson Bros. Company. (Mrs. Louise Wester.)
—Lion Store. (Sam Rosenthal.)
Warren.—The Griswold Co. (C. H. Chinnock.)
Youngstown.—G. M. McKelvey & Co. (George Holsinger.)
—The Strouss-Hirshberg Co. (Ann Wolfe.)

Oklahoma

- Oklahoma City.*—Rorabaugh, Brown D. G. Co. (A. B. Chastain.)
—McEwen-Halliburton Co. (H. D. McEwen.)
—The Kerr Dry Goods Co. (Mr. Bulkley.)
Okmulgee.—Ramsay-Fulford Dry Goods Co. (Mr. Fulford.)
Tulsa.—Brown-Dunkin Dry Goods Co. (Mr. Minle.)
—Halliburton Abbot D. G. Co. (C. F. Hawkins.)
—Vandever Dry Goods Co. (Mr. Vandever.)

Oregon

- Albany.*—L. E. & H. J. Hamilton Dept. Store. (Mr. Hamilton.)
Portland.—Meier & Frank Co. (Vivian P. Cooley.)
—Lipman-Wolfe & Co. (Frances Faye Bailey.)

Pennsylvania

- Allentown.*—Hess Bros. (Miss M. Keiser.)
—H. Leh & Co.

- Zollinger-Harnard Co. (Miss Bessie Stouder.)
Altoona.—Wm. F. Gable & Co. (R. N. Hall.)
Bethlehem.—The Bush & Buhl Co. (Mr. Stecher and Miss Alridge.)
Bloomsburg.—E. P. Pursel. (Mr. Pursel.)
Braddock.—Nugent Dry Goods Co.
Bradford.—Leslie H. Russ.
Butler.—W. J. Offut Co., now C. R. Kriner Co. (Miss Ethel Weaver.)
Carlisle.—S. W. Haverstick. (Mr. Haverstick.)
Clearfield.—Leitzinger Bros. (J. Leitzinger.)
Connellsville.—Wright Metzler Co., now The Troutman Co. (Robert Evans.)
Cresson.—The Gross Co. (Mr. Gross.)
Danville.—P. C. Murray & Son. (Charles Murray.)
Doylestown.—A. F. Scheet's Sons. (Miss Stommer.)
—R. L. Clymer. (Miss Miller.)
Easton.—Bush & Buhl Co. (Miss Florence White.)
—Wm. Laubach & Sons. (Charles M. Laubach.)
Erie.—Erie Dry Goods Co.
—Trask, Prescott & Richardson. (A. R. Womrath, Inc.)
Harrisburg.—Pomeroy's, Inc. (L. V. Harvey.)
Hershey.—Hershey Dept. Store. (Mr. Boesch.)
Jersey Shore.—Sallada Brothers. (Jesse Saft.)
Johnstown.—Penn Traffic Co. (Mr. N. Schindlinger.)
—Johnstown Dry Goods Co. (Mr. Slater.)
Lebanon.—L. Samler. (Miss Dampman.)
Lewiston.—E. E. McMeen & Co. (Ralph McMeen.)
New Castle.—New Castle Dry Goods Co. (G. C. Fox.)
—W. J. Offut Co. (Charles R. Kriner.)
Oil City.—C. H. Smith & Sons Co. (Mr. Nichols.)
Philadelphia.—Gimbel Bros. (Benedict Freud.)
—Lit Bros. (Chas. S. Bruder.)
—McCurdy Brothers. (Mr. McCurdy.)
—N. Snellenburg & Co. (Edward Schlamm.)

- Strawbridge & Clothier. (Fred F. Mattison.)
 —John Wanamaker. (Walter H. Cox.)
Pittsburgh.—Boggs & Buhl, Inc. (A. K. Betteridge.)
 —Joseph Horne Co. (J. J. Estabrook.)
 —Gimbel Bros. (Western Book & Stationery Co.) (Mr. Cornell.)
 —Kaufman's. (Wm. McGhee.)
Pottsville.—Pomeroy's, Inc. (G. Marsh.)
Reading.—Pomeroy's, Inc. (L. V. Harvey, Miss A. Stacy.)
Scranton.—Scranton Dry Goods Co. (Mr. Mendel.)
Stroudsburg.—A. B. Wyckoff Dept. Store. (Beatrice Gorgy.)
Titusville.—Cohn & Oakleaf. (Mr. Cohn.)
Uniontown.—Rosenbaum Bros. (I. Rosenbaum.)
 —Wright, Metzler Co. (Mr. Boyd.)
Warren.—Metzger-Wright Co. (Mr. Marks.)
Washington.—The Vera Co. (Mrs. Vera.)
Wilkes-Barre.—Fowler, Dick & Walker. (Thomas F. Hefferman.)
 —Pomeroy's, Inc. (Caroline Wharton.)
Williamsport.—Bush & Bull Co. (J. T. O'Brien.)
 —L. L. Stearns & Sons. (Miss McMahon.)
York, Pa.—Bon Ton Dept. Store. (H. H. Hettrick.)

Rhode Island

- Newport*.—The King McLeod Co. (Mr. King.)
Pawtucket.—Shartenberg & Robinson Co. (J. Ferrare.)
Providence.—Callender, McAuslan & Troup Co. (R. J. Meyersahm.)
 —Outlet Co. (W. H. Hilton.)
Woonsocket.—Harris & Mowry Co. (J. A. McNamara.)
 —McCarty D. G. Co. (M. J. Skelly.)

South Carolina

- Charleston*.—The Kerrison Dry Goods Co. (Miss Pooser.)
Columbia.—James H. Trapp Co. (W. F. Trapp.)

South Dakota

- Yankton*.—Fantle Bros. Co. (Wm. Fantle.)
Sioux Falls.—Shriver, Johnson Co.

Tennessee

- Chattanooga*.—Miller Bros. Co. (I. C. Sieving.)
 —D. B. Loveman Co.
Knoxville.—Anderson-Dulin-Varnell Co. (Lyle Burner and Mrs. Carnes.)
Memphis.—John Gerber Co. (Mrs. I. Morrison.)
 —J. Goldsmith & Sons Co. (Miss Owens.)
 —The New Bry's. (Western B. & G. Co.)
 —B. Lowenstein & Bros., Inc. (Mrs. J. C. Gadd.)
Nashville.—Lebeck Bros. (Miss B. Altman.)
 —Caster Knott D. G. Co. (E. Zeller.)

Texas

- Austin*.—E. M. Scarbrough & Sons. (Mrs. G. E. Bennack.)
Beaumont.—White House Dry Goods Co. (C. F. Graham, Jr.)
Dallas.—Sanger Bros. (Miss B. Prager.)
 —Butler Bros., wholesalers. (Fred P. A. Moehlman.)
 —Sears Roebuck & Co.
El Paso.—The Popular Dry Goods Co. (Maurice Schwartz.)
Fort Worth.—Schermerhorn Co. (Mack Pegues.)
 —The Monnig Dry Goods Co.
 —W. C. Stripling Co. (W. B. Teal.)
Houston.—W. C. Munn Co., Inc. (Mr. Kahlden.)
 —Foley Bros. Dept. Store. (H. G. Myers.)
Laredo.—A. C. Richter. (G. D. Becker.)
San Antonio.—Wolff & Marx Co. (A. F. Dugosh.)
 —Joske Bros. Co.
Waco.—Goldstein-Migel Co. (G. B. Crichlow.)

Utah

- Logan*.—Stockton-Christensen Co. (Mr. Stockton.)
Ogden.—W. H. Wright & Sons Co.
Salt Lake City.—Auerbach Co. (Herbert S. Auerbach.)

Vermont

- Burlington*.—F. Rothman.
Montpelier.—The McCuen Store. (Miss F. Jerome.)

Virginia

- Berryville*.—Coiner Dept. Store. (Mr. Coiner.)
Lynchburg.—C. M. Guggenheimer.
 —D. Moses & Co.
Newport News.—C. G. & J. W. Robinson. (Miss M. T. Blant.)
Richmond.—Miller & Rhodes, Inc. (Miss Luella Duzan.)
 —Thalheimer Bros. (Miss Campbell.)
Roanoke.—G. MacBain Co. (J. L. Mason.)

Washington

- Everett*.—The Grand Leader Dry Goods Co. (E. Hellenthal.)
Seattle.—The Bon Marché. (Miss Palm.)
 —Frederick & Nelson. (Gertrude Andrus.)
 —Rhodes Bros. Co. (F. W. Schroeder.)
Spokane.—Culbertson's. (Mrs. H. Hill.)
 —Kemp & Herbert. (Miss Dyer.)
 —Spokane Dry Goods Co. (C. T. Gillette.)
Tacoma.—Rhodes Bros. (Frank B. Wilson.)

West Virginia

- Charleston*.—The Diamond. (Miss Cantro.)
Clarksburg.—Watt, Sartor, Lear Co. (J. J. Lear.)
Huntington.—Deardorff-Sisler Co. (H. C. Deardorff.)
 —Anderson Newcomb Co. (R. F. Beckett.)
Wheeling.—Stone & Thomas. (Miss Ethel K. Sayles.)

Wisconsin

- Appleton*.—The Pettibone Peabody Co. (Miss Jane Powell.)
Eau Claire.—The Kepler Co. (Mr. A. Peterson.)
Madison.—Harry S. Manchester, Inc. (L. Fay.)
Milwaukee.—The Boston Store. (E. Higgins.)
 —Gimbel Bros. (Western B. & S. Co.)
 —Ed. Schuster & Co., Inc. (A. Woebling.)
 —Schank Co. (J. Imig.)
Oshkosh.—The Henderson-Hoyt Co. (Miss Strehlow.)
Sheboygan.—H. C. Prange Co. (Emil Barth.)

Superior.—Rothe Bros. Co. (Helen Scharte.)

Waukesha.—McCoy's Dept. Store.

Wyoming

Sheridan.—Stevens, Fryburger & Co. (V. H. Green.)

Religious Books Free of Duty

A CUSTOMS COURT case of interest has just been determined in favor of George W. Reed & Company of San Francisco. The merchandise imported was described as a "Year Book, 1927," imported for the use of the Salvation Army. Custom officers had decided that these were not entitled to be free of duty, but, in the opinion of Chief Justice Fischer, it was pointed out that the books consisted of excerpts from the Bible and should therefore have been returned free of duty in accordance with Treasury Decision 34228, under Paragraph 1520, which provides that "Bibles comprising the Books of the Old or New Testament, both bound and unbound, shall be free."

To Promote the Latin-American Market

A LATIN-AMERICAN literary department, to serve publishers in an advisory and editorial capacity, has just been announced by the Foreign Features Press and Editorial Bureau, at 500 Fifth Avenue, New York City. The new department is prepared to suggest titles for the Latin-American book market, make English-Spanish or Spanish-English translations of literary works, and render expert aid in the preparation of manuscripts for publication. Genaro Arbaiza, well-known Latin-American writer and journalist, and Norbert Lyons, former Manila editor and Philippine correspondent of the New York Times, head the new department.

Book League Selection

THE Book League of America continued its program by the publication of "Prima Donna" by Pitts Sanborn, the well-known music critic, in the February *Book League Monthly*, which appeared on January 21st. Four special articles, dealing with this novel of the opera, also appeared in this issue.

Honor Jimmie Smith

THAT engaging gentleman and honored member of the book traveling clan, James J. Smith, was tendered a testimonial dinner by his Chicago friends, January 19th, at the L'Aiglon. He has been associated, since war days, with Doubleday, Page Co., and since the merger that resulted in the Doubleday, Doran Co., as traveler and later manager of the book department of the Chicago office. He leaves soon to return to New York and association with Harper & Bros.

His companions and the trade have found him an alert, active and genial salesman, whose knowledge of his line, together with a cordial personality, and faithful performance of his many duties, brought increasing volume to his already large sales. As a token of esteem and remembrance, he was presented with a wrist watch.

The following were present at the dinner: Ralph Henry, Jimmie Crowder, Frank Impens, Wilbur Blessing, Bob Murphy, George Lea, Frank Reilly, Benny McCanna, Joe Johnson, Arnold Munk, Howard Forest, Bill Flynn, Tom Clagett, Ed Porter, Frank Jones, Harry Runyan, Bill Adams, Bob Warner, Ben Feldstein, Charley Giffen, Sid Avery, Guy Kendall, Bob Dexter, Pete Early, Ed Ketcham, Lon Hancock.

Shirley Brewer and George Hallberg wired their regrets, as absence from the city prevented their attending.

Archer Joins Snyder

LEON B. ARCHER, formerly with the Cosmopolitan Book Corporation, becomes associated with Henry M. Snyder on February 1st, instead of Walter B. Champ-
lin, who has resigned in order to enter another field of endeavor.

Mr. Archer will, therefore, accompany Mr. Snyder on the next trip to the Orient, which will be made some time in June. While on this trip they intend to make careful survey as to the possibility of opening a permanent office in Manila some time in January, 1930. If this seems feasible, Mr. Archer will be placed in charge of that office, and will reside there permanently. Mr. Archer has spent many years in the publishing business.

W. P. Goubeaud, formerly of Doubleday, Doran, will succeed Mr. Archer on the traveling staff of the Cosmopolitan Book Corporation and will cover the Middle Western territory.

Drake Represents Cornwall and McNamee

H. R. DRAKE, after many years as a traveling salesman with George H. Doran Company, has severed his connection with Doubleday, Doran Company, and is now representing the combination book-making plants of The Cornwall Press and The McNamee Bookbinding Company at 426 West Broadway, New York.

The Main Line Booksellers Meet at Haverford

THE first meeting of the year of the Main Line Booksellers' Association was held on Tuesday evening, January 22, in the shop of E. S. McCawley & Co., Inc., at Haverford, Penna. The President of the association, E. S. McCawley, had been ill but he was present and presided in his usual chatty but efficient manner—E. S. was "himself again."

The chief subject of discussion was the co-operative advertising which the Association has been doing and the reviews of current books which the individual members are to supply for future "copy."

Several firms reported that 1928 was the biggest business year they had experienced, a possible indication of the trend of business away from the larger cities.

There was a great deal of interest in the news of the recent marriage of one of the youngest members, Mr. Ted Shaw of Field and Shaw, Wayne, Pa., and it is hoped that Mrs. Ted Shaw's name will be added to the growing list of members.

The next meeting is called for February 12 at the Twickenham Book Shop on the Lincoln Highway (Lancaster Pike) in Ardmore.

Zugsmith With Liveright

LEANE ZUGSMITH, until recently with G. P. Putnam's Sons, has joined Horace Liveright, Inc., as assistant to Aaron Sussman, Advertising Manager.

English Booktrade News

From Our London Correspondent

The Christmas Sales

LAST month we reported that there was a great deal of optimism among the booksellers. There were others whose experiences were not quite so happy. One writer who had been interviewing the booksellers said at the time, that:—

"Gift-book buying is proceeding vigorously, and the booksellers report that sales are heavier than they usually are at this time of the year. Those who buy books as Christmas presents are chiefly women, and the men purchasers are mainly young. 'I find,' one London bookseller remarked to me, 'that men buying books as gifts for girls select according to their own tastes, not to those of the recipients. Hence the heavy buying of Kipling's early stories. I question if girls care for Kipling's "Plain Tales," "Many Inventions," "The Day's Work" and "Traffics and Discoveries." These tales, I should imagine, appeal essentially to men—particularly young men of action.'" We disagree that the men purchasers are mainly young. We know quite a number of cases of men purchasers who have not only been young, but a larger number of them have been middle-aged. They bought books for themselves, and books for presents. "Books, I am told," said another writer, "are enjoying a revived popularity this year as Christmas presents.

Dean Inge on Censorship

Dean Inge wrote on censorship recently in the *London Evening Standard*: "If we once admit, as we must, that moral corruption is contagious, there can be no doubt that the State has as good a right to check the dissemination of moral poisons as it has to prevent the poisoning of wells with cholera germs. The difficulty is to know where to draw the line. We are not so much interested in keeping thoroughly depraved persons away from their favorite cerebral drugs as in protecting the young and maintaining public decency.

"There has been a violent reaction from Victorian prudery; many of us think that it has gone quite far enough. The study of curious vices in imaginative literature is scientifically worthless and socially injurious. Such subjects are unfit for art, and when so treated can give no help to the mental pathologist. At the same time, we must admit that this kind of censorship may be, and sometimes has been, very foolishly used. It is not wise to hide away everything unpleasant, or to drive undesirable practices underground instead of recognizing that they exist. Ignorance may be more dangerous to innocence than knowledge of evil."

Trade Committee

It will be recalled by readers of the *Publishers' Weekly* that a most valuable and interesting reprint was made, some months since, by the London Committee of publishers and booksellers, on the general book-trade conditions of every possible kind. It was printed in the *Weekly*, and was, apparently, very carefully read. This report was called the "Interim Report of the Joint Committee," and after it was issued, it was referred to certain sub-committees with the purpose of making recommendations for the consideration of the main body. These sub-committees have been working quietly, but persistently, for some time, and soon their deliberation will, we understand, be ready for examination.

The Reader's Guides

These National Book Council guides are meeting with great success. Both booksellers and book-buyers are finding them extremely helpful. Two have been issued, and four more are in the making. These new ones are to be devoted to Sociology, Natural Science, Religion and Fine Arts.

Antiquarian Booksellers

The Seventeenth Annual dinner of the Association will be held this month. The President, P. M. Barnard, is to be in the

chair. It is hoped the following guests will be present: Sir Edward and Lady Parry, Michael Sadleir, John Pressland, and John Drinkwater.

F. W. Chaundy is the Hon. Treasurer of the Society, and R. Baldwin, of Messrs. Wheldon & Weesley, the Secretary.

Comment Upon the Year's Output

All sorts of things are being said about the increase of publications in 1928 over the previous year. Some are kind, others are sharply critical of "the poor standard of hundreds of the books." "Londoner," who is a well informed paragraphist, wrote:

"There is a story of an editor who, being told by an enthusiastic publisher that advertisement of books ought to be regarded

as news, replied lugubriously, 'Yes, mostly bad news.'

"I do not know what the pessimist would say about the publishing year of 1928. It shows an increase of 589 volumes over 1927, and of more than 3,500 over 1922. Even when one has deducted those forlorn works which are produced by authors at their own expense, and never heard of again, and the technical publications which have no more to do with literature than a patent mangle, the bulk of the output is still astounding.

"I think most critics would agree that the most pathetic thing about it, is not the badness of most of these books, but the relative excellence of so many that are doomed to oblivion."



Window Display Contest Award

It has been announced that Frank X. Howard of Dutton's Book Store, 681 Fifth Avenue, New York, has won the \$100 prize offered by Brentano's for the best window display of their book, "Voltaire, the Genius of Mockery," a 1928 fall publication. More than 75 bookstores competed in this contest, which closed on December 15. The idea was part of a campaign to promote the book. It was originated by Southard Brown, the sales manager of Brentano's Publishing Department. A minimum of 25 copies of the book were used by each bookseller in making his display. The award was made on the basis of photographs of the display submitted by the various contestants. The judges were Joseph Margolies, Michael Gross, and Ellis W. Meyers. The contest created great interest and stimulated noticeably the sale of the book which proved to be a best seller. An unlooked-for benefit from the contest came when the Ansco Camera Company awarded a prize for the best commercial photograph to Mr. Howard who had submitted a photograph of his window display of "Voltaire" to the camera company. The winning picture will be used in the national advertising campaign of that company.

Communications

THE PUBLICATION DATE

Stamford, Conn.,
January 21, 1929.

Editor, *Publishers' Weekly*:

We agree in theory and in practice with your editorial of Jan. 12th on the sanctity of publication dates. It is, however, a common occurrence for books to reach us 2 or 3 days ahead of any invoice and with no indication that they should be held. Only a few of the publishers insert a shipping slip bearing the publication date. In other words, the bookseller is not always guilty!

ELISE R. NOYES, *Manager*.
The Stamford Bookstore.

BOOKSELLERS BEWARE

681 Fifth Avenue, New York,
January 28, 1929.

Editor, *Publishers' Weekly*:

A nice looking man about forty-five, not too stout, bald head, bought an \$84.00 set of Dumas and presented a certified check for \$150.00. We refused to give him change on the check, as we always refuse such requests.

He was very pleasant about it and said he understood and please send the books up to a hotel in East Hartford. We did so and needless to say there is no such hotel and no such party living in East Hartford.

I thought I would warn the other bookstores.

DUTTONS, INC.,
HENRY C. SMITH, President.

THE RENTAL LIBRARIES'
CUSTOMERS

Duluth, Minn.

Editor, *Publishers' Weekly*:

To be agreed with is flattering, to be disagreed with is stimulating. I am stimulated to reply at once to Mr. V. C. Seaver Jr., of "The Frog Pond" who, in the *Publishers' Weekly* of December 1, inquires what part of the country produces people who enjoy browsing in a Rental Library.

The particular neck of the woods where, to the proprietor of "The Frog Pond," this apparently unusual type of customer exists, is in the "Zenith City of the Un-

salted Seas," Duluth, Minnesota, U. S. A., no less.

The Library in question comprises over one thousand members to many of whom it is a pleasure to select the book they want from well-filled shelves of current library books. When the right book is found, the patron brings it to one of two librarians who sit at desks to check incoming and out-going books and do the clerical work of the library.

We feel sure "The Frog Pond" knows "What the Public Wants" and is giving it to them; but the term "the public," is very comprehensive and includes people of vastly varying tastes and habits; hence it is not surprising that the experience of those conducting rental libraries should be totally different as to procedure and clientele.

This library has also the hurry-up patron who takes whatever books is handed him and hurries out, but the majority are more deliberate and prefer making their own selections. It is a rare occurrence when a member visits the library and fails to take a book. Over the week-end many members take two and three books at once.

We agree further with Mr. Seaver that "What the Public Wants" is to be shown some attention. Intelligent attention means knowing your clientele and giving to each member of the library the kind of attention you have learned by experience he most appreciates.

I. J. WATSON

ANOTHER IDEA OF WHAT THE
PUBLIC WANTS

Macoy Pub. & Masonic Supply Co.
35 W. 32d St., N. Y. City.

Editor, *Publishers' Weekly*:

May I venture to add my word regarding "What the Public Wants"?

I agree heartily with the first sentence of Miss Watson's statement, namely, "Many people thoroly enjoy browsing among books." I agree, to a certain extent, with the second, "It flatters their taste and vanity to be in the society of books." But—there are browsers and browsers! Some people browse because they enjoy it, others browse to kill time, and there are, of course, many who *do* browse because they want to be considered "high-brows" (pun unintentional). With the

third sentence, "but woe be to the clerk who breaks this spell with advice or suggestion, unless it is asked," I entirely disagree.

I believe that the clerk should be a person who is capable of studying the different types of browsers. For instance, we have several who prefer to be let entirely alone, coming in and going out with merely a "Good-day" and "Good-bye"; a few like to discuss what they are reading, and when they come across a passage that particularly impresses them they want to talk it over; then there are some who want plenty of attention, in fact they want someone to "stand by" while they broadcast their views, not only on books, but on love, marriage, death and such vastly important things as Johnny's third tooth, just recently cut. There are others who do not wish to purchase any book without looking it over carefully to be sure it is what they want. The clerk should keep a weather eye upon this type of browser and be ready to wait on him at the psychological moment, which is the moment when he jumps up with a pleased look and says "Oh this is just what I want," or, with a disappointed expression which says plainly "Oh this isn't what I thought it was; can you suggest something else?"

So, to paraphrase one of the sayings of St. Paul, "There is a time to let alone, a time to listen and a time to suggest."

JOSEPHINE G. MARSHALL.

ABOUT THE BOOKMOBILE

January 21, 1929.

Editor, *Publishers' Weekly*:

The Bookmobile spent the day in Washington on Saturday, January 19, while the regional conference of the Maryland and District of Columbia Library Associations (Columbian Library Association) was in session. The librarians attending the conference were much interested and pleased with the Bookmobile and were glad to have the chance to see the valuable aids to library work which it exhibited under the efficient direction of Mr. Brockmann and Mr. Stewart.

Very truly yours,

CLARA W. HERBERT, Chairman,
Organization Committee,
Columbian Library Association.

Changes in Price

COWARD-McCANN

Increase

"Millions of Cats," from \$1.25 to \$1.50.

"Red Horse," from \$1.50 to \$1.75.

"Ballad of Yukon Jake," from \$.75 to \$1.00.

Decrease

"My Philosophy of Industry," from \$2.00 to \$1.50.

ALFRED A. KNOPF, INC.

The price of "Silver Circus," A. E. Coppard, to be published February 1st, has been reduced from \$3.00 to \$2.50.

"Red Harvest," by Dashiell Hammett, will be \$2.00 instead of \$2.50 as announced in our catalog.

FREDERICK A. STOKES COMPANY

Fine Art Juveniles—All Titles increased to \$3.00.

Chisholm, Stories for the Seven Year Old increased to \$1.50.

Chisholm, Stories for the Eight Year Old increased to \$1.50.

Chisholm, Stories for the Nine Year Old increased to \$1.50.

Chisholm, Stories for the Ten Year Old increased to \$1.50.

Brearley, "Animal Secrets Told," increased to \$2.50.

Atherton, "Tower of Ivory," increased to \$2.50.

L. C. PAGE & COMPANY

The price of the Little Colonel Series, by Annie Fellows Johnston, twelve volumes, will be advanced from \$1.90 to \$2.00, effective March 1st.

D. APPLETON & COMPANY

Farm Accounting—Hiram T. Scovill. From \$2.50 to \$3.00.

Obituary Note

BELLE C. MORRIS

BELLE C. MORRIS, well known to the book world, died on December 27th, in New York City, where she was a resident, after a lingering illness, and was buried in Baltimore, Maryland.

Miss Morris had been a book buyer for many years, for different concerns; S. Kann & Sons and Palais Royal, of Washington, D. C.; Lit Brothers, Philadelphia; H. C. F. Koch & Co., Inc., New York City, and Edward Malley Co., New Haven, Conn. She was also a member of the Women's Booksellers' Association.

Business Note

TORONTO, CANADA—T. Eaton & Co., the big department store of Toronto and Winnipeg which is so active in the book field, has ready its plans for a tremendous new building in Toronto, a building which will make it one of the largest retail establishments in the world. It will cover two city blocks and have a great tower in the middle for executive offices with one floor below the street level and nine above for retail selling, a total of 4,000,000 square feet.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Acklom, Moreby

Winter vigil. 30p. T (Friendly b'ks) [c. '28] N. Y., H. Vinal bds. \$1

Alexander, Archibald

Feathers on the moor. 220p. D '28 Garden City, N. Y., Doubleday, Doran \$2
Brief essays on Bible texts.

Allen, Bernard Melzar, and Phillips, John L.

Latin composition; rev. ed. 346p. D [c. '28] Bost., Allyn & Bacon \$1.25

Anderson, Catherine Finnigan

The seer of Concord, and other poems. 36p. T (Friendly b'ks) [c. '28] N. Y., H. Vinal bds. \$1

Anson, George

A voyage around the world in the years 1740-1744, made by Commodore George Anson; ed. by G. S. Laird Clowes [lim. ed.]. il. O '28 Bost., C. E. Lauriat \$12

Anthony, Charles

Amethyst mist. 50p. T [c. '28] N. Y., H. Vinal bds. \$1

Art studies, medieval, renaissance and modern; v. 6; ed. by members of the departments of fine arts at Harvard and Princeton Universities. 239p. il. F '28 Cambridge, Mass., Harvard \$3.50

Baldwin, Thomas Whitfield, ed.

Earlier English drama from Robin Hood to Everyman; Amer. ed. rev. 304p. il. T (Nelson's Eng. ser.) [c. '29] N. Y., Nelson \$1.25
Arranged for acting.

Barbé-Marbois, François, Marquis de

Our revolutionary forefathers; the letters of François, Marquis de Barbé-Marbois; tr. and ed. by Eugene Parker Chase. 234p. (bibl.) il. O c. N. Y., Duffield \$3.50

The letters of a French diplomat to his fiancée during the years between 1779-1785 reveal his reactions to the customs and manners of this country.

Barker, Reginald C.

Wild horse ranch. D (Copyright fiction) '29 N. Y., Burt 75c.

Beale, Harriett Blaine

The beginnings of chemistry; a story book of science for young people. 252p. il. diags. D c. N. Y., Coward-McCann \$2.50

Beeding, Francis, pseud.

The hidden kingdom. 370p. D (Copyright fiction) '29 N. Y., Burt 75c.

Benson, Stella [Mrs. J. C. O'Gorham Anderson]

Worlds within worlds; il. by the author. 327p. O c. N. Y., Harper bds. \$3
Incidents and travel-essays through the Far East and America.

Benson, Theodora

Salad days. 287p. D [n.d.] N. Y., Harper \$2.50

The story of two English sisters and Varian, a rising young literary man—a tale of exuberant youth.

Bird, Robert Montgomery

Nick of the woods. D (Copyright fiction) '29 N. Y., Burt 75c.

Bland, R. Henderson

The mirrored heart; a book of love poems. 90p. front. (por.) O '28 c. N. Y., H. Vinal \$3

Boorman, William Ryland

Developing personality in boys; the social psychology of adolescence. 276p. (11p. bibl.) diags. D c. N. Y., Macmillan \$2.50

Borden, Mary [Mrs. Edward Lewis Spears, Bridget MacLagen, pseud.]

Flamingo. 418p. D (Copyright fiction) '29 N. Y., Burt 75c.

Abernethy, Larkin Samuel

Abernethy curve-stroke shorthand. 82p. D c. '28 Hollis, Okla., Author pap. \$1.50

Anglo-French project for limitation of armament (The): British White paper; Address of Viscount Grey of Fallodon; Debate in the House of Lords. 79p.

D (Internat'l Conciliation; no. 246) '29 N. Y., Carnegie Endowment Internat'l Peace pap. 5c.

Bergmann, H.

The Prince of Peace; Christmas airs from Handel's "Messiah" for children's services, containing solos and chorus parts. 6p. Q '28 St. Louis, Mo., Concordia Pub. House pap. 20c.

Bowen, Elizabeth

The hotel. 294p. D (Copyright fiction) '29
N. Y., Burt 75 c.

Bradford, Roark

This side of Jordan; il. by Erick Berry.
255p. D c. N. Y., Harper bds. \$2.50
A story of the negroes who live on the banks of
the Mississippi.

Branch, E. Douglas

The hunting of the buffalo. 245p. (bibl.
footnotes) il. O c. N. Y., Appleton \$3
The epic of the buffalo, that once roamed the plains
in great herds, and was nearly exterminated during
pioneer railroad-building days.

Brearley, Mary

A good marriage. 292p. D [c.'28] N. Y.,
Century \$2
A woman reviews her superficially perfect but es-
sentially dull married life, and her interlude of love.

Bremond, Henri

A literary history of religious thought in
France, from the wars of religion down to
our own times; v. 1, Devout humanism; tr.
by K. L. Montgomery. 446p. (bibl. footnotes)
O [c.'28] N. Y., Macmillan \$4.50
A study of the inner life of French Catholicism
during the 17th century, the sources, main currents
and development of a religious renaissance.

Brown, Rollo Walter

Lonely Americans. 319p. il. (pors.) O c.
N. Y., Coward-McCann \$3.50
Literary portraits of eight significant individuals—
President Eliot, Whistler, MacDowell, Bellows,
Charles Eliot Norton, Raphael Pumpelly, Emily
Dickinson and Lincoln.

Brown, Roy Melton

Public poor relief in North Carolina. 192p.
(3p. bibl.) il. D c. Chapel Hill, N. C., Univ.
of N. C. Press \$2

Browning, Fannie Barrett

Some memories of Robert Browning, by his
daughter-in-law. 60p. D '28 c. Bost., Mar-
shall Jones bds. \$1.50

Bunyan, John

The pilgrim's progress of John Bunyan; a
dramatized version of certain scenes in Bun-
yan's own words; arranged by Wilton Rix.
79p. D '29 N. Y., Appleton \$1.25

Burton, Elizabeth Eaton

Paris vignettes; il. by the author. 145p. O
'28 c. N. Y., H. Vinal bds. \$3.50
Sketches, literary and pictorial, of odd bits of the
Parisian scene.

Branson, William H.

The way to Christ; or, How can a bad man be-
come good? 128p. il. D [c.'28] Takoma Park, D. C.,
Review & Herald pap. 25 c.

Brown, Lucy Kennedy

The Duchess bounces in; a pantomime. 11p. diagr.
S (Sergel's acting drama; no. 677) [c.'28] Chic.,
Dramatic Pub. Co. pap. 35 c.

Caswell, Albert Edward

Experimental physics; a laboratory manual. 190p.
il. O '28 N. Y., Macmillan \$1.40

Butler, James Ramsay Montagu

A history of England, 1815-1918. 252p. (4p.
bibl.) S (Home univ. lib.; no. 128) [c.'28]
N. Y., Holt \$1

Campbell, Lachlan

Singing silence. 54p. T (Friendly b'ks) [c.
'28] N. Y., H. Vinal bds. \$1

Carver, Thomas Nixon, and Carmichael, Maude

Elementary economics; rev. ed. 598p.
(bibls.) il. maps, diagrs. D [c.'29] Bost., Ginn
\$2

Charters, Werrett Wallace, and Waples, Douglas

The Commonwealth teacher-training study;
introd. by Samuel P. Capen. 686p. diagrs. O
[c.'29] Chic., Univ. of Chic. Press \$4
Systematized standards for the training of teach-
ers.

Chesnutt, Charles Waddell

The conjure woman [new ed.]. 236p. S
[c.'99, '27] Bost., Houghton \$2

Clapp, Frank Leslie, and others

Introduction to education. 588p. (bibls.)
maps (pt. col.) O [c.'29] Bost., Ginn \$3

Commander, Kingsmill

Vikings of the stars. 122p. il. maps D '28 c.
N. Y., H. Vinal \$2
Poems on aviation.

Commerce yearbook, 1928; v. 2, Foreign coun-
tries. 750p. il. maps (col.) diagrs. '28
Wash., D. C., Gov't Pr. Off.; Sup't of Doc.
buck. \$1.25

Conrad, Joseph

Youth. 351p. D (Sun dial lib.) [c.'99, '03]
Garden City, N. Y., Garden City Pub. Co. \$1

Coolidge, Mary Roberts

The rain-makers, Indians of Arizona and
New Mexico. 339p. (4p. bibl.) il. map O c.
Bost., Houghton \$4
The civilization of the Pueblo Indians, and the
country in which they live.

Davis, Harriet Eager, and Eager, John H.

The little mouse. 62p. il. (col.) T (Wee
b'ks for wee folks) [c.'28] Phil., Altemus
bds. 50 c.

Dell, Ethel May [Mrs. G. T. Savage]

The house of happiness, and other stories.
349p. D (Copyright fiction) '29 N. Y., Burt
75 c.

Den Dooven, K. Camille

The modern cook book. 234p. il. D [c.'28]
Bost., Colonial Press, 470 Atlantic Ave. 75 c.

Clifford, Vance

Scrambled courtship; a blackface talking act. 14p.
S (Denison's blackface plays) [c.'28] Chic., T. S.
Denison pap. 25 c.

Decker, Hermann T.

The Jack in the box; a farce-comedy in four acts.
83p. diagrs. S (Denison's miscellaneous plays) [c.'28]
Chic., T. S. Denison pap. 25 c.

Dept. of Commerce; Bureau of Foreign and Domestic Commerce

Foreign commerce and navigation of the United
States for the calendar year 1927; v. 1. 603p. Q '28
Wash., D. C., Gov't Pr. Off.; Supt. of Doc. \$1.50

Diapea, William

Cannibal Jack; the true autobiography of a white man in the South Seas; printed from the manuscript in the possession of the Rev. James Hadfield; foreword by H. De Vere Stacpoole. 258p. front. map D '28 c. N. Y., Putnam \$2.50

Cannibal Jack tells of his reckless and astonishing adventures among the South Sea Islanders, whose polygamous habits he adopted.

Dickens, Sir Henry F.

Memories of my father. 30p. il. O '29 [N. Y.], Duffield \$2

Charles Dickens' son writes of the last years of his father's life at Gads Hill.

Douthwaite, L. C.

Mass murder; foreword by George Dilnot. 327p. D [c.'29] N. Y., Holt \$2.50

Stories of famous criminals, who murdered not once, but many times, Neill Cream, Landru, and others.

Dow, John, D.D.

Jesus and the human conflict. 335p. (bibl. notes) D (Cunningham lectures; ser. 28) '29 Garden City, N. Y., Doubleday, Doran \$2.50

Drake, Henry Burgess

Cursed be the treasure. D (Copyright fiction) '29 N. Y., Burt 75 c.

Dresbach, Glenn Ward

This side of Avalon. 56p. T (Friendly b'ks) [c.'28] N. Y., H. Vinal bds. \$1

Dudeney, Alice [Mrs. Henry Ernest Dudeney]

The peep show. 346p. D '29 N. Y., Putnam \$2.50

The love story of a woman of forty whose beauty is still at its height.

Dunn, Flora M., and others

Ninth grade mathematics. 298p. diags. D [c.'29] Bost., Ginn \$1.20

Dunsany, Lord

Seven modern comedies. 209p. D c. N. Y., Putnam bds. \$2

New plays by a distinguished dramatist.

Edginton, May, i.e. Helen Marion [Mrs. Francis Evans Baily]

My dear. 310p. D [c.'29] Phil., Penn \$2

The love story of a poor girl and a rich boy in the London slums.

Eiker, Mathilde

Over the boat-side. 362p. D (Copyright fiction) '29 N. Y., Burt 75 c.

Elder, John Rawson

New Zealand; an outline history. 95p. S '28 N. Y., Oxford 50 c.

Emperor, John Bernard

The Catullian influence in English lyric poetry circa 1600-1650. 133p. (2p. bibl.) Q (Univ. of Mo. studies; v. 3, no. 3) '28 Columbia, Mo., Univ. of Mo. pap. \$1.25

Fisher, Mahlon Leonard

River's gift [verse]. 36p. front. '28 Williamsport, Pa., Clayton Spicer Press 75 c.

Frewin, J. G.

A new experimental science; pt. 3. 96p. D '28 N. Y., Oxford 50 c.

Elizabeth, pseud. [Mary Annette Beauchamp Russell, Countess Russell]

Expiation. 362p. D '29 c. '28, '29 Garden City, N. Y., Doubleday, Doran \$2.50

A humorous and philosophical novel of middle-aged emotions, when impulse and conventionality clash.

Emery, Samuel

The house that whispered. 294p. D [c.'29] N. Y., Dutton \$2

Four nights in a deserted New England farmhouse with a ghostly reputation. The Dutton mystery selection for February.

Epstein, Abraham

The challenge of the aged; introd. by Jane Addams. 453p. (8p. bibl.) O '28 c. N. Y., Macy-Masius: Vanguard Press \$3

A study of old age dependency and pension systems in the United States and in 45 other countries.

Feelings and emotions; the Wittenberg symposium; ed. by Martin L. Reymert. 470p. (bibls.) il. diags. (Internat'l univ. ser. in psych.) '28 Worcester, Mass., Clark Univ. Press \$6

Field, Marlo

Astro-bubbles; il. by the author [fiction]. 297p. D [c.'28] Bost., Four Seas bds. \$3

Fletcher, Joseph Smith

The three days terror. 320p. D (Copyright fiction) '29 N. Y., Burt 75 c.

Francis, Grant A.

Scotland's royal line. 364p. (bibl.) il. O '29 N. Y., Dutton \$7

"The tragic house of Stuart, with a personal biography of that hero of romance and misfortune, Prince Charles Edward."

Gentleman with a Duster, A., pseud. [Harold Begbie]

The Laslett affair. 384p. D [c.'29] N. Y., Macaulay \$2

The career of Stephen Laslett, who, after the loss of the family fortune, tried many trades from business to radical journalism.

Glass, Harry

Rimes of the times. 104p. front. (por.) S [c.'28] Grand Rapids, Mich., Schuil Pr. Co. flex. fab. \$1, bxd.

Gold, Michael

One hundred and twenty million. 192p. D [c.'29] N. Y., Internat'l Publishers \$1.50

Stories and poems descriptive of the worker's life in America by the editor of the *New Masses*.

Gardner, M. C.

A Latin book for beginners; a preparation for the reading of Latin literature; pt. 2. 22p. S '28 N. Y., Oxford 60 c.

Gove, Capt. Jesse A.

Letters of Capt. Jesse A. Gove, 10th Inf., U.S.A., of Concord, N. H., to Mrs. Gove, and special correspondence of the New York Herald; ed by Otis G. Hammond. 442p. il. O (Collections of the N. H. Historical Soc.; v. 12) '28 Concord, N. H., N. H. Historical Soc. \$7

Graebner, Theo.

Handbook for Congregational officers. 252p. S '28 St. Louis, Mo., Concordia Pub. House \$1.50

Gould, Mrs. Cora Smith

The town at the top of the world, and other poems. 94p. il. D [c.'28] N. Y., Street & Smith Corp., 7th Ave. & 15th St. bds. \$1 bxd.

Gras Félix

The white terror; a romance of the French Revolution and after; tr. by Catharine A. Janvier. 441p. S (Appleton dollar lib.) '29 c. '99 N. Y., Appleton flex. fab. \$1

Gregory, John Walter

Africa; a geography reader; ed. by Isaiah Bowman. 464p. il. maps (pt. col.) D [c.'28] Chic., Rand, McNally \$1.50

Grismer, Raymond L., and Graham, G. Nelson

Spanish review grammar. 263p. D (New-world Spanish ser.) '28 Yonkers, N. Y., World B'k \$1.20

Grolier, Karl

Children's toys of bygone days. 371p. il. Q '28 N. Y., Stokes \$10, bxd.

Groves, Ruth Dewey

Mary [fiction]. 329p. D '29 N. Y., Burt 75 c.

Gunn, Rev. John R.

One hundred more three-minute sermons. 147p. D c. Garden City, N. Y., Doubleday, Doran \$1.35

Hall, Jarvis

Up the Rito. D (Copyright fiction) '29 N. Y., Burt 75 c.

Harris, Joel Chandler [Uncle Remus, pseud.]

On the plantation; a story of a Georgia boy's adventures during the war. 245p. il. S (Appleton dollar lib.) '29 c. '92, '20 N. Y., Appleton flex. fab. \$1

Hartmann, Cyril Hughes

The magnificent Montmorency; the life and death of Henri, Duc de Montmorency, 1595-1632. 301p. (4p. bibl.) il. O '28 N. Y., Dutton \$3.75

Biography of a famous French warrior and courtier, who died on the scaffold.

Hawes, James Anderson

Twenty years among the twenty year olds; a story of our colleges of today. 268p. il. O [c.'29] N. Y., Dutton \$3

The traveling secretary of the D. K. E. fraternity surveys the social life in American colleges.

Haywood, William D.

Bill Haywood's book; the autobiography of William D. Haywood. 368p. front. (por.) O [c.'29] N. Y., Internat'l Publishers \$3.50

The story of a prominent American labor leader.

Heck, Arch Oliver

Administration of pupil personnel; a book on pupil-accounting written from the point of view of the classroom teacher. 499p. (bibls.) diagrs. D [c.'29] Bost., Ginn \$2.40

Hall, Eliza Calvert

Sally Ann's experience; a reading adapted from "Aunt Jane of Kentucky," 28p. S (Denison's monologues and readings) [c.'98-'07] Chic., T. S. Denison pap. 25 c.

Hellbrunn, L. V.

The colloid chemistry of protoplasm. 356p. il. O '28 N. Y., G. E. Stechert \$6.50

Henry, O., pseud. [William Sydney Porter]

The gentle grafter. 237p. D (Copyright fiction) '29 N. Y., Burt 75 c.

Heyward, Du Bose

Mamba's daughters. 311p. D c. Garden City, N. Y., Doubleday, Doran \$2.50
A novel of both black people and white in Charleston, South Carolina.

Hogan, David

The challenge of the sentry, and other stories of the Irish war. 234p. '28 N. Y., Irish Industries Depot, Inc., 780 Lexington Ave. \$1.50

Holmes, Robert Shailor

Our heritage, and other poems. 99p. S '28 c. Daytona Beach, Fla., Forum Pub. Co. bds. \$1

Holtzclaw, Henry F.

Association management. 105p. '29 N. Y., Ronald Press \$2.50

The details of forming and operating such civic and local organizations as chambers of commerce, boards of trade, etc.

Hopkins, Albert Allis

The lure of the lock [lim. ed.]. 255p. il. diagrs. O '28 c. N. Y., Gen'l Soc. of Mechanics & Tradesmen, 20 W. 44th St. bds. \$5

An historical treatise on locks of all types, ancient and modern, to elucidate the John M. Mossman collection of locks in the museum of the Society. The illustrations are numerous.

Hopkins, Gerard

Seeing's believing. 209p. D [c.'29] N. Y., Dutton \$2.50

A dramatic 48 hours in the life of a British diplomat, who suddenly realizes, through an adventure in his daring young daughter's life, the "tragedy of middle age."

Horler, Sydney

Chipstead of the lone hand. 286p. D [c.'29] N. Y., Holt \$2

Chipstead, amateur detective, traps a sinister villain unaided by the police.

Hutcheon, Robert J.

Frankness in religion. 314p. (bibl. footnotes) D c. N. Y., Macmillan \$2.50

"Thinking through" the scientific criticism of the Christian religion.

Huxley, Thomas Henry

Man's place in nature, and other anthropological essays. 342p. (bibl. footnotes) il. diagrs. S (Appleton dollar lib.) '29 N. Y., Appleton flex. fab. \$1

Isaacson, Charles David

Face to face with great musicians, first group; introd. by Leopold Godowsky. 264p. (bibl. notes) il. S (Appleton dollar lib.) '29 c. '18 N. Y., Appleton flex. fab. \$1

Face to face with great musicians, second group; foreword by Dr. Frank Crane; introd. by Frank La Forge. 381p. (bibl. notes) S (Appleton dollar lib.) '29 c. '21 N. Y., Appleton flex. fab. \$1

Hurlbut, Stephen A., and Allen, Bernard M.

A Latin vocabulary for third and fourth years with English meanings. 55p. S [c.'29] N. Y., Amer. B'k pap. 40 c.

Janvier, Carmelite

Whimsical Madam New Orleans [short stories]. 28p. il. D [c.'28] [New Orleans, La., R. H. True Co.] pap. \$1

Jackson, Maud C.

Faith Lambert. 159p. D [c.'29] Nashville, Tenn., S. S. Bd. of So. Bapt. Convention \$1.25

The love story of Faith Lambert, a musician, and the football hero of the college which they both attend.

Kaye-Smith, Sheila [Mrs. Theodore Penrose Fry]

The village doctor. 266p. D [c.'29] N. Y., Dutton \$2.50

A love story laid in a Sussex village, 50 years ago. The Dutton book of the month for February.

Keil, Günther

Max Kretzer; a study in German naturalism. 132p. (12p. bibl.) D (Columbia Univ. Germanic studies) '28 c. N. Y., Columbia Univ. Press \$2

Kelly, Ada Marie

The prince of the land of the rose apple, and other stories; adaptations from Buddhist folklore [lim. ed.]. 55p. O '28 San Diego, Cal., Tom Givens Dawson, 212 B'way bds. \$15

Keverne, Richard

The Havering plot. 351p. D (Harper sealed mysteries) c. N. Y., Harper \$2

A conspiracy to steal from the British government the plans for a new type of war plane.

Kimball, Reginald Stevens

Current-events instruction; a text book of principles and plans. 318p. (10p. bibl.) D (Riverside textb'ks in educ.) [c.'29] Bost., Houghton \$2

Kirkpatrick, Ellis Lore

The farmer's standard of living. 312p. (bibl. footnotes) diags. D (Century rural life b'ks) [c.'29] N. Y., Century \$2

Based on 6 years study by an expert agricultural economist.

Kitson, Harry Dexter, ed.

Commercial education in secondary schools. 381p. (bibls.) D [c.'29] Bost., Ginn \$2.20

A symposium by educators and employers.

Kivi, Alexis

Seven brothers; tr. by Alex Matson. 409p. D c. N. Y., Coward-McCann \$2.50

The adventures of seven brothers in the backwoods of Finland. A modern Finnish novel.

Knowlton, Edgar C.

An outline of world literature from Homer to the present day. 397p. (11p. bibl.) D (Nelson's Eng. ser.) c. N. Y., Nelson \$2

Kobald, Karl

Franz Schubert, and his times; tr. by Bea-

trice Marshall. 286p. il. O '28 N. Y., Knopf \$5

Schubert's Viennese background, a brief survey of his life and an estimation of his work.

Krutzky, Rev. Paul, and Betz, Rev. Carl, eds.

Themes for vital preaching; a book of references and suggestions for the Gospel ministry, containing outlines, lessons and selected texts for the Sundays and festivals of the church year. 264p. D c. Garden City, N. Y., Doubleday, Doran \$2

Kurlbaum-Siebert, Margarete

Mary Queen of Scots; tr. by Mary Agnes Hamilton. 504p. il. O [c.'29] N. Y., Harcourt \$5

A narrative biography of the tragic queen by a German writer.

Larousse, Pierre

English-French, French-English dictionary. 768p. D '28 Phil., McKay \$1.75

Lecky, William Edward Hartpole

History of European morals, from Augustus to Charlemagne; 2v. 492p.; 418p. (bibl. footnotes) S (Appleton dollar lib.) '29 N. Y., Appleton flex. fab. \$1, ea.

Lewis, Alfred Henry [Dan Quin, pseud.]

Wolfville folks. 329p. S (Appleton dollar lib.) '29 c. '07, '08 N. Y., Appleton flex. fab. \$1

Lilley, Alfred Leslie

Sacraments; a study of some moments in the attempt to define their meaning for Christian worship. 159p. D c. N. Y., Macmillan \$1.50

Livingston, Hazel

Stolen love. 275p. D (Popular copyrights) [c.'27, '29] N. Y., Grosset 75 c.

A novel in which a girl is faced with the problem of telling her past to the man she loves.

Lord, Frederick Taylor, M.D.

Pneumonia [rev. ed.]. 84p. S (Harvard health talks, 9) '29 c. '22, '29 Cambridge, Mass., Harvard \$1

McCormick, Alice V., and Curtis, T. Adrian, eds.

The Merrill literary readers for upper grades; 4v. various p. (bibls.) il. D [c.'28] N. Y., Merrill 60 c., ea.

Macdonell, Arthur Anthony

A history of Sanskrit literature. 481p. (bibl. notes) S (Appleton dollar lib.) '29 N. Y., Appleton flex. fab. \$1

Jeans, Ronald

"One dam' sketch after another." 63p. O (French's acting ed., no. 843) c. '28 N. Y., S. French pap. 75 c.

Johnson, Larry E.

What Anne brought home; a comedy-drama in three acts. 188p. il. diags. S (Denison's royalty plays) [c.'27, '28] Chic., T. S. Denison pap. 50 c.

Keightley, Mabel S.

Midnight Rose; a comedy-drama in three acts. 106p. diags. S (Denison's select plays) [c.'26, '28] Chic., T. S. Denison pap. 35 c.

Kendall, Arthur Isaac

Bacteriology, general, pathological and intestinal; 3rd ed rev. 733p. il. (pt. col.) O '28 Phil., Lea & Febiger \$7

Kraeft, W. O.

Primary and junior hymnal. 52p. O '28 St. Louis, Mo., Concordia Pub. House pap. 30 c.

Kretzschmar, R.

Two simultaneous conventions; a declaration of Lutheran and American principles. 4p. O (Tract 3) '28 St. Louis, Mo., Concordia Pub. House pap. 5 c.

Legouis, Pierre

André Marvell, poète, puritan, patriote, 1621-1678. 525p. O '28 N. Y., Oxford pap. \$6

Donne the craftsman; an essay upon the structure of the "Songs and Sonnets." 105p. O '28 N. Y., Oxford pap. \$1.50

Mackaye, Mary Medbury, Mrs. Steele Mackaye

Pride and prejudice; a play founded on Jane Austen's novel; preface by Percy Mackaye; new ed. 178p. front. (por.) D (French's standard lib. ed.) [c.'06, '28] N. Y., S. French pap. 75 c.

McKelvey, Susan Delano

The lilac; a monograph. 597p. il. diagrs. (col.) Q '28 N. Y., Macmillan \$18

Mairet, Philippe

A B C of Adler's psychology. 116p. D [c.'29] N. Y., Greenberg \$1.50

The principles underlying Dr. Alfred Adler's theory of psychology. He is a Viennese professor, author of "Understanding Human Nature."

Martin, George Currier

The church and the hymn writers. 255p. (bibl. notes) D ("Living church" ser.) [n d.] [Garden City], N. Y., Doubleday, Doran \$2

A study of Christian hymns—their origin and development.

Masefield, John

Multitude and solitude. 330p. D (Sun dial lib.) [09] Garden City, N. Y., Garden City Pub. Co.

Meeker, Arthur, jr.

American beauty. 298p. D c. N. Y., Covici, Friede \$2.50

A novel satirizing the American expatriates who throng French seaside resorts. It is the love story of Angelica whose aim is to acquire a titled husband.

Merwin, Fannie Spaitz

The eye single. 191p. il. D [c.'28] Taylorville, Ill., Parker Pub. Co. 96 c.

The story of a "problem child" in school, and how a teacher helped her make good.

Miller, Walter

Daedalus and Thespis; the contributions of the ancient dramatic poets to our knowledge of the arts and crafts of Greece; v. I, Architecture and topography. 329p. (bibl. footnotes) il. Q c. N. Y., Macmillan \$5.50

New chapters in the history of Greek art and also an archaeological commentary on classical dramatic poetry.

Mitchell, Lieut. Colonel W. A.

Civil engineering 728p. O '28 N. Y., Wiley \$6

Montgomery, Mrs. Roselle Mercier

Many devices. 160p. D c. N. Y., Appleton \$2

The second volume by a writer whose poetry has won recognition.

Macoy, Robert

Masonic burial services with general instructions. 34p. D '29 Chic., Ezra A. Cook, 1350 N. Clark St. 75 c.

Marshall, A. Milnes

The frog; an introduction to anatomy, histology, and embryology; 12th ed. by H. G. Newth. 192p. il. D '28 N. Y., Macmillan \$2

Morgan, B. Q.

German frequency word book; based on Kaeding's Häufigkeitswörterbuch der deutschen Sprache. 102p. O (Pub'ns of the American & Canadian committee on modern languages; v. 9) '28 N. Y., Macmillan pap. 60 c.

Morse, John Lovett, M. D., and others

The infant and young child; its care and feeding from birth until school age; a manual for mothers; 2nd ed., rev. 299p. il. D '29 c. '23, '29 Phil., Saunders \$2

Mullins, Helene

Earthbound, and other poems. 103p. O c. N. Y., Harper \$2

Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]

Barberry bush. 366p. D (Copyright fiction) '29 N. Y., Burt 75 c.

Oakley, Rev. G. R.

The wonderful story; a life of Jesus for the children of the church. 255p. il. D ['28] N. Y., Macmillan \$2

Osborne, Clifton Carlisle

The eighteenth commandment; an epic of the prohibition era [fiction]. 300p. front. (por.) O [c.'28] San Diego, Cal., City Pub. Co., 722 Market St. \$2.50

Ostrander, Isabel Egerton

The black joker. D (Copyright fiction) '29 N. Y., Burt 75 c.

Pancoast, Chalmers Lowell

Cub. 310p. D '28 N. Y., Devin-Adair Co. \$2.25

Adventures of a cub reporter.

Pearson, Henry Carr, and others

Latin one. 554p. il. (col. front.) maps (col.) diagr. D [c.'29] N. Y., Amer. B'k \$1.40

A text book for first year Latin.

Phelan, Macum, comp.

Handbook of all denominations; 5th ed. 239p. D c. Nashville, Tenn., Cokesbury Press \$1.25

Prince, Morton, M.D.

Clinical and experimental studies in personality. 575p. (bibl. footnotes) O c. Cambridge, Mass., Sci-Art Publishers, Harvard Sq. \$5

The results of 40 years' experience and experimentation in abnormal psychology.

Read, Herbert

English prose style. 244p. (bibl. footnotes) D [c.'28] N. Y., Holt \$2.50

An analysis of its elements, with many examples from standard authors.

Morrison, Whitelaw Reid, M.D., and Chenoweth, Laurence B., M.D.

Normal and elementary physical diagnosis. 384p. (2p. bibl.) il. diagrs. O '28 Phil., Lea & Febiger \$4

Néle, and Kantule, Ruben Perez
Picture-writings and other documents. 104p. il. (pt. col.) O (Comparative ethnographical studies; v. 3, pt. 1) '28 N. Y., Oxford pap. \$1.75

Oglevee, Louise M.

Bugle calls in the Christian crusade; opening worship services for young people's meetings. 22p. O c. Rock Island, Ill., Vaile Co. pap. 35 c.

Okamoto, Kido

The human pillar; a drama in one act; tr. by Zoe Kincaid and Hanso Tarao. 33p. il. D [c.'28] N. Y., S. French pap. 50 c.

Recouly, Raymond

The Third Republic; tr. by E. F. Buckley. 389p. (bibls.) O (Nat'l hist. of France) '28 N. Y., Putnam \$4.50
From the fall of the Second Empire in 1870 to the present.

Reeder, Ward Glen

The business administration of a school system. 464p. (bibls.) diags. D [c.'29] Bost., Ginn \$2.40

Reid, James

In touch with Christ [sermons]. 318p. D '28 Garden City, N. Y., Doubleday, Doran \$2

Reznikoff, Charles

By the waters of Manhattan; an annual [lim. ed.]. 272p. D [c.'29] N. Y., Author, 5 W. 4th St. \$3
Two stories and a poem.

Rhys, Ernest, and Scott, Mrs. Catharine Amy Dawson, eds.

Twenty-six adventure stories old and new by twenty and six authors. 360p. D c. N. Y., Appleton \$2.50

Rothenberg, Anna Shomer

Songs heard in Palestine (Hebrew and Yiddish); piano arrangements by Max Posner. 104p. front. (por.) F '28 c. N. Y., Bloch Pub. Co. \$2

Rothensteiner, Rev. John Ernest

History of the Archdiocese of St. Louis, in its various stages of development from A.D. 1673 to A.D. 1928; 2v. 877p.; 852p. (31p. bibl.) il. maps. diags. O '28 c. St. Louis, Mo., [St. Louis Catholic Historical Soc.] \$10

Seivwright, Jean

Errant heart. 54p. T (Friendly b'ks) [c.'28] N. Y., H. Vinal bds. \$1

Sheridan, Richard Brinsley Butler

The plays and poems of Richard Brinsley Sheridan; ed. by R. Crompton Rhodes; 3v. various p. (bibls.) fronts. O '29 N. Y., Macmillan \$20

Shonagon, Sei

The pillow-book of Sei Shonagon; tr. by Arthur Waley. 162p. diagr. D '29 Bost., Houghton bds. \$2.50

Excerpts from the diary of a Japanese lady of the court in the 10th century, who was renowned for her wit.

Siegrist, Mary

Sentinel; selected poems. 45p. T (Friendly b'ks) [c.'27, '28] N. Y., H. Vinal bds. \$1

Schorling, Raleigh, and others

Instructional tests in arithmetic; fifth grade, sixth grade, seventh grade, eighth grade and teacher's manual. various p. D '28 Yonkers, N. Y., World B'k pap. 24 c.; 24 c.; 24 c.; 28 c.; 36 c.

Sears, Minnie Earl, comp.

Standard catalog for public libraries; biography section; 2nd ed. rev. 1st supplement. 20p. O '28 N. Y., H. W. Wilson pap. 50 c.

Stanislaus, Ignatius Valerius, and Meerbott, P. B. American soap makers' guide; an up to date treat-

Simpson, Hubert Louis, ed.

Let us worship God; a book of prayers for divine service. 191p. D [n. d.] [Garden City, N. Y.], Doubleday, Doran \$2

Singer, Jacob

Taboo in the Hebrew scriptures. 128p. (5p. bibl.) front. O '28 c. Chic., Open Court Pub. Co. \$2

Skinner, Milton P., and Achorn, John Warren

A guide to the winter birds of the North Carolina sand hills. 325p. il. (pt. col.) '28 N. Y., Science Press Distributing Co., Grand Central Terminal \$4

Smith, David, D.D.

Commentary on the four Gospels; 3v. various p. O '28 Garden City, N. Y., Doubleday, Doran \$3.50, ea.; \$10, set, bxd.

The first volume deals with Matthew, the second, Mark and Luke, and the third, John; by a noted New Testament scholar.

Smith, Joseph Russell

Tree crops; a permanent agriculture. 345p. (6p. bibl.) il. diags. O [c.'29] N. Y., Harcourt \$4

Indicating a new agricultural theory to combat the present uneconomic methods.

Somervell, David Churchill

Disraeli and Gladstone; a duo-biographical sketch. 319p. front. O (Star b'ks) [c.'26] Garden City, N. Y., Garden City Pub. Co. \$1

Stewart, George Craig

Spanish summer; library ed. 131p. il. D [c.'28] Milwaukee, Morehouse Pub. Co. \$2.50

Stockett, Letitia

Baltimore: a not too serious history [lim. ed.]. 336p. il. O '28 Balt., Norman, Remington Co. buck. \$15, bxd.

Storr, Vernon Faithful

From Abraham to Christ; studies in the development of the theism of the Old Testament. 288p. (bibl. footnotes) D (Warburton lectures, 1923-1927) '28 Garden City, N. Y., Doubleday, Doran \$2.50

Taylor, Arthur F.

The wisdom of Jesus Ben Sira; meditations in Ecclesiasticus; foreword by the very Rev. G. K. A. Bell. 237p. D [n. d.] [Garden City], N. Y., Doubleday, Doran \$2

Sermons based on texts from the Book of Ecclesiasticus in the Apocrypha.

ise on the art and science of the manufacture of soaps, candles and allied toilet preparations. 720p. il. diags. O [c.'28] N. Y., H. C. Baird & Co. \$10

Stansfield, John

Assimilation and petrogenesis; separation of ores from magmas. 197p. il. O '28 Urbana, Ill., Valley Pub. Co. \$3.50

Steele, Sidney

A yard of argument; a talking act. 10p. S (Denison's vaudeville sketches) c. '28 Chic., T. S. Denison pap. 25 c.

Teall, Edna A. W.

The batter and spoon fairies; il. by Constance Whittemore. 291p. O c. N. Y., Harper \$2

How the elves helped a lonely little girl to learn to cook.

Thayer, Lee [Mrs. Emma Redington Lee Thayer]

Dead men's shoes. 309p. D [c.'29] N. Y., Sears \$2

Peter Clancy solves a mystery in which the murdered man's shoes are the only clues.

Thornton, Francis Beauchesne

On wings of song [verse]. 75p. D '28 St. Paul, Minn., Wanderer Pr. Co. bds. \$1.50

Turner, John Hastings

The lilies of the field; a comedy in three acts; acting ed. 75p. il. O (French's standard lib. ed.) c.'23-'25 N. Y., S. French pap. 75 c.

Up De Graff, F. W.

Head hunters of the Amazon. 355p. il. O (Star b'ks) [c.'23] Garden City, N. Y., Garden City Pub. Co. \$1

Upward, Allen

The house of sin. 307p. D (Copyright fiction) '29 N. Y., Burt 75 c.

Vachell, Horace Annesley

The leading man. 354p. D c. N. Y., Putnam \$2.50

A road of disappointments leads Val Godden to ultimate success on the English stage.

Vance, Zebulon Baird

The scattered nation. 59p. front. (por.) D '28 Raleigh, [N. C.], A. Williams & Co. bds. \$1

A brief history of the Jews, written in 1891, given in lecture form a number of times by its author.

Van Doren, Dorothy Graffe [Mrs. Mark Van Doren], ed.

The lost art; letters of seven famous women. 361p. front. O c. N. Y., Coward-McCann \$3

Selected letters reveal the personalities of Lady Mary Montagu, Mary Wollstonecraft, Abigail Adams, Charlotte Brontë, Jane Welsh Carlyle, Jane Austen, and Margaret Fuller.

Waliszewski, Kazimierz

The romance of an empress, Catherine II of Russia. 466p. S (Appleton dollar lib.) '29 N. Y., Appleton flex. fab. \$1

Wallace, Edgar

Angel esquire. 321p. D (Copyright fiction) '29 N. Y., Burt 75 c.

Ward, Ethel G.

Junior and senior high school speller. 128p. D [c.'29] N. Y., Amer. B'k 60 c.

Webster, Henry Kittell

The sealed trunk. 318p. D [c.'28, '29] Ind., Bobbs-Merrill \$2

A mystery story that begins with an overheard conversation at a Chicago dance-hall.

Webster, Noah

The new supreme Webster dictionary, self-pronouncing; ed. by Joseph Devlin. 900p. D '28 N. Y., World Syndicate Co. fab. \$1

Wells, Carolyn [Mrs. Hadwin Houghton]

All at sea. 343p. D (Copyright fiction) '29 N. Y., Burt 75 c.

Whiting, Gertrude

Tools and toys of stitchery. 370p. il. O '28 c. N. Y., Columbia Univ. Press \$10

On the antique, foreign or curious implements that have been used in hand sewing, and needlework, with many illustrations.

Whitney, Roy E.

Morality in the making. 167p. D c. N. Y., Macmillan \$1.50

An analysis of morality—its present meanings and its purpose.

Wick, Jean

Jill [fiction]. 312p. D '29 N. Y., Burt 75 c.

Wieman, Henry Nelson

Methods of private religious living. 219p. D c. N. Y., Macmillan \$1.75

Williams, Basil

The British Empire. 252p. (5p. bibl.) S (Home univ. lib.; no. 129) [c.'28] N. Y., Holt \$1

Winchelsea, Anne Kingswill Finch, countess of

Poems, 1661-1720; ed. by John Middleton Murry. 112p. D [n.d.] N. Y., Harper bds. \$2

Selected poems by the maid of honor to Mary of Modena in the court of James II, published in popular form for the first time.

Wood, Clement

The white peacock. 54p. T (Friendly b'ks) [c.'28] N. Y., H. Vinal bds. \$1

Thackeray, William Makepeace

The rose and the ring; adapted for the stage by Harris Deams. 100p. diags. O (French's acting ed.; no. 886) c.'28 N. Y., S. French pap. 75 c.

Valgren, V. N.

Developments and problems in farmers' mutual fire insurance. 31p. (bibl. footnotes) maps O (U. S. Dept. of Agri., circ. 54) '28 Wash., D. C., Gov't Pr. Off. pap. 5 c.

Van Wagenen, Kate

Dictation day by day; a modern speller: second and third years; fourth year; fifth year; 2nd eds. rev. various p. D '28 N. Y., Macmillan 48 c.; 44 c.; 44 c.

Vartanian, Parounak Hatch

The law of automobiles in North Carolina. 530p. O '28 Charlottesville, Va., Michie Co. buck. \$7

Webber, M. G.

Glory to God in the highest! a children's vesper service for Christmas eve. 16p. O '28 St. Louis, Mo., Concordia Pub. House pap. \$6

Women's Institute of Domestic Arts and Sciences

Dressmaking, trimming, finishing. 66p. il. D (Dressmaking blue b'k, 4D) '28 c.'27, '28 Scranton, Pa., Author fab. \$1.50

York, George

Hist! she's a man! a one act comedy in two scenes. 37p. diag. S (Denison's one act comedies and farces). [c.'28] Chic., T. S. Denison pap. 25 c.

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Garden City Pub. Co.

Old and Rare Books

Frederick M. Hopkins

PART II of the library of Jerome Kern was sold in five sessions last week, beginning on Monday and ending on Thursday, realizing \$796,087.50, the total for the two parts amounting to \$1,729,462.50. Next to the Hoe library, this was the most valuable collection ever dispersed at auction in this country. No library of similar value was ever sold in so short a period, and the prices realized indicate that we have entered upon a new era in book collecting.

The interest manifested in the sale of the first part was continued in every session to the end. Dr. Rosenbach, Gabriel Wells, James F. Drake and Walter M. Hill, who have bought heavily in recent years, continued heavy purchasers, but there was a group of young booksellers that gave them lively competition and captured a substantial portion of the rarities. Apparently trade competition is increasing in the American auction market.

The star lot in this part was the first edition of Shelley's "Queen Mab," with the poet's manuscript revisions, which went to Gabriel Wells for \$68,000. This volume cost Kern \$6,000, in 1920, in the Buxton Forman sale. Next came a Charles Lamb manuscript of 80 folio pages con-

sisting of contributions to Hone's "Table Book," which brought \$48,000 with Charles Sessler of Philadelphia the buyer. Dr. Rosenbach paid \$29,000 for the original manuscript of three books of Pope's "Essay on Man."

The average was about \$1,167 per item for the 1482 lots, a record that has never been approached in any collection of any considerable size. It will require much labor to check up the new high records for there are literally hundreds of them. Perhaps the outstanding feature of the sale was the frequent abandonment of appraisals and the apparent determination to buy regardless of price. When two collectors of this kind competed prices soared.

The following lots, all first editions unless otherwise noted, probably represent the peak of prices for a long time to come:

Keats (John). "Poems," 12mo, original boards, uncut, London, 1817. \$3,500.

Keats. Original manuscript of Stanzas 30, 31, 33 and 40 of "Isabella; or, The Pot of Basil," 4 pp., 4to, in case, \$7,500.

Keats. "Lamia, Isabella, The Eve of St. Agnes, and Other Poems," 12mo, original boards, uncut, paper label, London, 1820. In a small separate portfolio which tucks into the side of the case is the original

manuscript of Stanzas LX-LXIII of "Isabella; or, The Pot of Basil." \$7,000.

Keats. "Poetical Works," square 8vo, levant morocco by Stikeman, London, 1854. Laid in is a small inlaid sheet containing the original manuscript of 22 lines of the poem "I stood tiptoe upon a little hill." \$17,000.

Kipling (Rudyard). "Schoolboy Lyrics," 16mo, original brown printed wrappers, Lahore, 1881. First edition of Kipling's first book. \$4,000.

Kipling. "Echoes," square 16mo, original fawn paper covers, Lahore, 1884. Of the 39 poems Kipling's sister Beatrice contributed eight. Presentation copy with inscription signed by Kipling. \$3,500.

Kipling. "Under the Deodars," 8vo, original gray pictorial wrappers, Allahabad, 1888. Autograph presentation copy from the author. \$5,000.

Kipling. "Life's Handicap," 12mo, original blue cloth, London, 1891. Presentation copy to Mrs. W. K. Clifford with two verses from "Barrack-Room Ballads," signed "Ruddy." \$6,250.

Kipling. "The Day's Work," 12mo, original green cloth, uncut, New York, 1898. First American and genuine first edition. Autograph presentation copy from the author. \$3,750.

Lamb (Charles). "John Woodvil," 12mo, original pink boards, uncut, in solander case, London, 1802. Autograph presentation copy from the author. \$4,000.

Lamb. "The King and Queen of Hearts," square 16mo, original blue printed wrappers, in solander case, London, 1805. First issue and the only one known with the date of the wrapper, "1805." \$4,500.

Lamb. "Tales from Shakespeare," 2 vols., 12mo, original blue boards, in case, London, 1807. Laid in Vol. 1 is a letter written by Lamb. \$5,700.

Lamb. "Poetry for Children," 2 vols., 16mo, original green boards, in case, London, 1809. Rarest of all of Lamb's books. \$8,750.

Lamb. A.L.S., 4 pp., folio, to Coleridge with a sonnet to his sister and comments on Coleridge's "Ode on the Departing Year." \$5,100.

Lamb. "Elia," and "Last Essays of Elia," 2 vols., 8vo, levant morocco by Riviere, London, 1823-1833. The first a

presentation copy and the other with an autograph letter. \$2,700.

Leech (John). Twenty-two original water color drawings to illustrate A'Beckett's "Comic History of Rome" and "England." London, 1847-48. \$7,300.

Lovelace (Sir Richard). "Lucasta," etc., small 8vo, polished calf, London, 1649. The choice Huth copy. \$5,800.

Milton (John). "Poems," small 8vo, original calf, London, 1645. First collected edition. \$6,750.

Montaigne (Michael de). "Essayes," folio, original calf, in levant morocco box, London, 1603. First edition of Florio's translation. \$3,100.

Milton (John). "Poems," small 8vo, levant morocco, London, 1645. First collected edition, Lord Tennyson's copy. \$7,000.

Poe (Edgar Allan). A. L. S., 4 pp., 4to, New York, August 9, 1846. A superb letter quoting Mrs. Browning's opinion of "The Raven." \$19,500.

Pope (Alexander). "Poems," royal 4to, contemporary calf, in case, London, 1717. First collected edition of Pope's miscellaneous poems, extensively annotated and corrected with his own manuscript notes and presented by the author to Jonathan Richardson. The Heber copy. \$5,500.

Richardson (Samuel). "Pamela," etc., 4 vols., 12mo, mottled polished calf by Riviere, London, 1741-42. \$4,000.

Rowlandson (Thomas). William Combe's "The Three Tours of Dr. Syntax," 3 vols., with 80 colored plates, London, 1812-20-21. An exceptional "Dr. Syntax" one volume in parts, two volumes in original boards, and four original drawings. \$5,300.

Scott (Sir Walter). "Waverly," 3 vols., 8vo, original boards, uncut, with paper label, Edinburgh, 1814. \$4,400.

Scott. Original manuscript of "Tales of a Grandfather," First Series, 156 pp., folio, with corrections and additions in text, \$6,000.

Shakespeare (William). "Poems," small 8vo, original calf, in cloth box, London, 1640. Large copy with brilliant impression of the portrait by Marshall. \$8,500.

Shakespeare. Second Folio, crimson morocco, London, 1632. Bought from Bernard Quaritch and guaranteed perfect by him. \$5,700.

Shakespeare. 'Third Folio, crimson levant morocco, London, 1663. First issue of this edition. \$8,000.

Shakespeare. Third Folio, claret levant morocco, London, 1664. The second issue of the third edition. \$15,500.

Shakespeare. Fourth Folio, contemporary calf, London, 1685. Fine unwashed copy. \$4,000.

Shelley (Mary W.). "Frankenstein," etc., 3 vols., 12mo, original pink boards, uncut, London, 1818. With a letter of Shelley concerning the book. \$4,600.

Shelley. A.L.S., 2 pp., 4to, Eton College, May 7, 1809. Shelley's earliest letter offering "Zastrozzi" to Longman. \$4,300.

Shelley. Original manuscript of Stanzas 24-29 inclusive of the Ninth Canto of "Laon and Cythna," 4 pp., 4to. \$4,700.

Shelley. Adonais," 4to, green crushed levant morocco by Bedford, with the original wrappers bound in, Pisa, 1821. \$6,000.

Smollett (Tobias). "The History and Adventures of an Atom," 2 vols., 12mo, original boards, uncut, London, 1769. With the author's marginalia revealing the names of the characters. \$3,600.

Smollett. "Humphrey Clinker," 3 vols., 12mo, original boards, uncut, London, 1771. Earliest issue. \$6,200.

Spenser (Edmund). "The Faerie Queen," 2 vols., small 4to, levant morocco London, 1590-96. First issue of the first edition of both parts. \$3,500.

Sterne (Laurence). "Tristram Shandy," 9 vols., original marbled boards, London, 1760-67. First edition of all the volumes in their original uncut state. \$12,500.

Sterne. "A Sentimental Journey," 2 vols., small 8vo, original marbled boards, calf back, uncut, London, 1768. \$3,600.

Stevenson (Robert Louis). "An Inland Voyage," 12mo, original blue cloth, London, 1878. Presentation copy from the author. \$2,800.

Stevenson. A.L.S., 4 pp., 8vo, undated, to Henley telling him "Treasure Island" is being written. \$5,250.

Stevenson. "A Child's Garden of Verses," 12mo, original blue bevelled cloth, uncut, London, 1885. First edition and dedication copy to "Cummy" Stevenson's nurse when a child. \$8,500.

Stevenson. "Strange Case of Dr. Jekyll and Mr. Hyde," 12mo, original buff print-

ed wrappers, London, 1886. Presentation copy to Lloyd Osbourne. \$3,600.

Stevenson. "Ballads," 12mo, buckram, uncut, London, 1890. Presentation copy to George Meredith. \$2,900.

Surtees (Robert Smith). Sporting Novels, with colored plates by Leech and Phiz, 5 works, in original parts, London, 1853-65. \$5,000.

Swift (Jonathan). Gulliver's Travels," 2 vols., royal 8vo, original calf, London, 1726. Copy of the earliest issue on large paper. \$17,000.

Tennyson (Alfred, Lord). "The Lover's Tale," small 8vo, levant morocco by Rivière, London, 1833. First edition, privately printed. One of six known copies. \$4,500.

Tennyson. Original manuscript of a portion of "Maud," consisting of 16 pp., 4to and 4½ pp., 8vo. \$9,500.

Tennyson. "The Lover's Tale," 12mo, light tan wrappers, 1868, the second trial issue. \$2,100.

Tennyson. Original manuscript of "The Coming of Arthur," 23 pp., 4to, from the collection of Dr. A. H. Japp. \$8,000.

Tennyson (Charles). "Sonnets and Fugitive Pieces," 12mo, morocco, Cambridge, 1830. Samuel Taylor Coleridge's copy with his critical notes. \$3,600.

Thackeray (William M.). "Vanity Fair," in 20 original parts, 8vo, uncut, London, 1847-48. First issue with all the collector's points. \$7,750.

Thackeray. Autograph manuscript of the Lectures on George I, George II, and George IV. as delivered in America. \$8,500.

Whitman (Walt). "Leaves of Grass," small folio, original green cloth, Brooklyn, 1855. First issue in superlative edition. \$3,400.

Catalogs Received

Books printed in Europe during the Fifteenth and Sixteenth Centuries. (No. 386; Part 2, Books printed in the Sixteenth Century; Items 826.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., W. 1, London, England.

First editions and noted books. (No. 92; Items 213.) Ernest Dressel North, 587 Fifth Ave., New York City.

Lincolnlana. (Items 101.) Morris H. Briggs, 36 South Wabash Ave., Chicago, Ill.

Manoscritti incunabuli figurati editiones principes. (Items 100.) V. Hoepli, Libreria Antiquaria, Milan, Italy.

A Great Poe Find

John T. Winterich

EDGAR ALLAN POE'S "Tamerlane and Other Poems, By a Bostonian" (Boston, 1827) has long stood as the symbol of ultra-rarity among American books. As a matter of fact, there are several American books which are rarer than "Tamerlane," of which, by last accounts, eight copies are known to exist; there are, indeed, at least two other Poe books which are rarer than "Tamerlane." One is the misdated edition of Poe's second book, "Al Aaraaf, Tamerlane and Other Poems" (Baltimore, 1820 for 1829), and the other is the separate issue of "The Murders in the Rue Morgue" (Philadelphia, 1843). The recent discovery of a new and absolutely perfect copy of "The Murders in the Rue Morgue" therefore, is an event of transcending importance in the domain of rare books. The other two copies of the pamphlet are in the Morgan Library and the Huntington Library.

The new copy has just been acquired and sold by the Dauber and Pine Bookshops, Inc., of 66 Fifth Avenue, New York City, at a price not announced, but known to be higher than the highest figure (\$22,000) ever recorded for a "Tamerlane." The name of the buyer has not been made public, but it is known that he also possesses a "Tamerlane," which limits the field to one of eight institutions or individuals. The new copy is easily the finest in existence.

"The Murders in the Rue Morgue" is an octavo pamphlet of forty pages. The combined wrapper and title page (pictured opposite page 574 of Hervey Allen's "Israfel: The Life and Times of Edgar Allan Poe," New York: Doran, 1926) reads as follows: "The / Prose Romances of Edgar A. Poe, / Author of ['] The Gold Bug,' 'Arthur Gordon Pym,' 'Tales / of the Grotesque and Arabesque,' / Etc, Etc, / (rule) / Uniform Serial Edition. / Each Number Complete in Itself. / (rule) / No. 1. / Containing the / Murders in the Rue Morgue / and the / Man That Was Used Up. / (rule) / Philadelphia: / Published by William H.

Graham / No. 98b Chestnut Street / 1843./ Price 12½ cents."

Mr. Allen describes the publication of the pamphlet thus (page 575): "Poe now, also, again attempted another issue of his collected prose tales published in Philadelphia sometime during the Fall of 1843. This was to have been a cheap edition for popular consumption to be completed by further numbers. Evidently the project failed, probably through lack of sales, and only one issue is known in paper covers. . . . In the list of Poe's books, this may be considered his seventh 'volume.' It was handled by at least two bookstores in Philadelphia with small success, and was soon allowed to go out of print with no further numbers added to the unique 'No. 1.'"

In the final chapter ("American Literature") of his "Americana: The Literature of American History" (New York: Holt, 1925), Milton Waldman discusses the rarity at greater length (pages 253-5). "The book," writes Mr. Waldman, "was cheaply made up, with the title printed on the brown paper wrapper; in every authentic copy the first page, on which the story begins, is number 9. . . . It is altogether probable that the first eight pages of the thin octavo were intended to contain the customary advertising matter; the dummies were printed and supplied to the solicitors whose task it was to fill those first four leaves with the desired advertising. Apparently they failed, and the publishers, seeing no profit in the bare sale of the text, decided to discontinue the entire project. It is certain that no more of the booklets followed No. 1; it seems almost as certain that the latter itself was carried no further than the printing of a score or so of the dummy copies. . . . 'The Murders in the Rue Morgue' did not turn up at auction until 1901, when the F. W. French copy went for \$1000. . . . C. B. Foote, an enthusiastic and highly successful collector, sent out ten thousand inquiries in the effort to obtain it, without success. The manuscript of 'The Murders in the Rue Morgue' remained in Philadelphia and was

acquired by Charles W. Childs, the journalist, who presented it to the Drexel Institute Library."

It was on January 19, 1929—the one hundred and twentieth anniversary of Poe's birth—that Mrs. Gertrude Hills of the Dauber and Pine shop had the pleasure and satisfaction of passing the new copy of "The Murders in the Rue Morgue" over to its new owner at the highest price ever paid for an item of American fiction.

"The Murders in the Rue Morgue" is, of course, the great grandfather of all detective stories. Hardly a mystery story has since been written which did not owe it something, and most of them have owed it very much, as their authors (Sir Arthur Conan Doyle, for instance) have been willing to acknowledge ungrudgingly.

Current Notes

APPROXIMATELY 150 unpublished poems from the pen of Emily Dickinson, thought to have been destroyed more than forty years ago, have been brought to light by her niece, Mrs. Martha Dickinson Bianchi. The discovery has been made known in a formal announcement by Little, Brown & Co., the poet's publishers. Robert Hillyer, poet, professor of English at Harvard University, after a careful reading, declared that this discovery will "set a new date in our literary history." "Unlike so many discoveries of new material," he said, "this has brought to light not remnants or dredgings, but a collection of poems written at the height of the poet's power." How the poems might have been suppressed or lost is easily understood. Living in almost total seclusion at her family home in Amherst, Mass., Miss Dickinson did not write for publication, but simply for self expression.

THE outstanding feature of the Cohen sale which will be held at the American Art Galleries on February 5 and 6 is the Whitman collection consisting of 117 lots, beginning with issues of magazines to which Whitman contributed before publishing his first book. Of "Leaves of Grass" there are the first, second and third issues of the first edition, 1855; a series

of nine autograph letters and one telegram relating to the suppression of "Leaves of Grass" by the Boston District Attorney, a copy of the suppressed volume and three pages of notes from the district attorney's office, from the files of Osgood & Company; and some twenty-five varying editions of "Leaves of Grass."

A VERY interesting advertisement, perhaps typical in other English papers, appears in a December 20th copy of *The Field, The Country Gentleman's Newspaper*, published in London, a two page spread reproducing the title-pages of nine rare books in full size. The advertisement states that the advertiser, who is a private collector known to the Art Bureau of the magazine, is prepared to consider the purchase of copies of any of the books illustrated on the page. The books advertised for include such volumes as the "Kilmarnock Burns," the first edition of "The Vicar of Wakefield," "The Whole Booke of Psalmes," Grey's "Elegy," "The Palace of Pleasure," Bacon's "Essaies," Bunyan's "Book for Boys and Girls." If any of these books are discovered by this means and can be purchased at a moderate price, it will certainly amply pay the advertiser.

THERE are many indications of a growing interest among collectors in the first editions of American authors from the colonial period down to the present day. One highly significant fact is the rapidly advancing prices on the rarer and more desirable material. Another of almost equal importance is the small stock of American first editions held by the dealers. In conversation upon this subject with a New York bookseller a few days ago, he remarked, "I started two or three years ago to gather the stock for a first class catalog of American first editions and I have not been able to print it yet. The truth is that the rarer material was sold about as fast as I could get it. I predict that when collectors start buying American first editions in earnest, as they surely will before long, prices will soar because there will be no available supply to meet the demand. There are collectors and dealers that already sense the situation and are getting busy."

BOOKMAKING

A Monthly Department

Arthur W. Rushmore

Manufacturing Department, Harper & Brothers

ONE of the hopeful trends in trade-book publishing today is the growing interest in the formation of the book—its type, design, cover stamping, jacket and end-papers considered as a whole; each unit bearing its share of responsibility to the main issue, that of being a satisfying book.

One of the firms that has been quick to see this interest on the part of book buyers and to take advantage of it is Harper & Brothers whose century old reputation for good books is borne out today by its present product.

A quarter-century ago a lanky youth got a job in the old Franklin Square printing house. He wanted to make books. They put him in the bookkeeping department and he nearly died—of mental starvation. Then a chance came in the Purchasing Department under Joseph W. Harper, and his outlook brightened. Association with the sterling qualities of Mr. Harper taught him many things—purchasing, manufacturing and good taste. His chance came and he monkeyed with type and dies, and having the run of the factory, learned at first hand the details of photo-engraving, printing and binding—knowledge which saved him many costly blunders in the years that followed. When Mr.

Harper retired Mr. Rushmore took over the manufacturing. In those days books were just books; to be got out as simply as possible. No particular effort was made to give any feeling of individuality. It was a purely merchandising proposition. Mr.

Rushmore had a notion that things might be improved without added expense. The firm thought him a bit visionary, but this must be said, they took the sporting chance and gave him all the rope he wanted. So he worked day and night for the fun of proving his point that type plus a workman does not equal a book, but that a bit of taste added to the equation helps a lot, and with the same old type can make a thing of relative beauty and charm. That is his story, that and an enthusiastic belief in the possible development of



Arthur W. Rushmore

printing in America to a point that has as yet been visioned only by one or two of the limited edition printers.

The rapid improvement in recent years of the faces cut for the Monotype and Linotype and the wealth of foundry type and borders, both American and imported, have added greatly to the pleasure of making books today.

Working for a better product with the regular stock materials and with the cost

*The
Emerald of
Catherine the Great*

By Hilaire Belloc

*With Illustrations by
G. K. Chesterton*



*Publishers
New York and London
Harper & Brothers*

One of Mr. Rushmore's title-pages

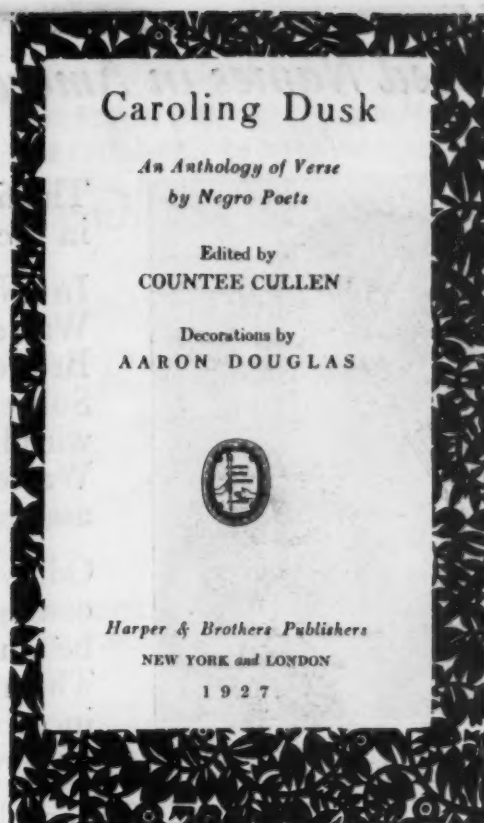
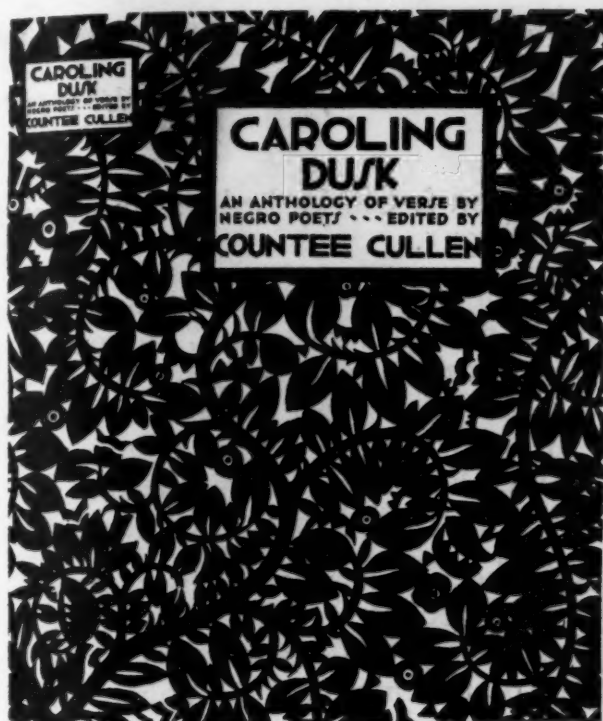
sheet hanging like the sword of Damocles over one's head, is according to Mr. Rushmore, one of the most exciting of occupations.

Probably everyone who has handled Harper & Brothers' books has noticed their end-papers, the beautiful spacing and lettering of their stamping, the harmony of their title-pages, the synchronization of these small details into a perfect whole. This is in part due to Mr. Rushmore's effort. His hobby is setting title-pages and scheming out linoleum blocks for printed paper sides. For this purpose he has built up in his home a private press. This he calls The Golden Hind Press after Sir Francis Drake's flag-ship for no better reason than that Drake went adventuring in his Golden Hind and Mr. Rushmore is doing the same. His whole family are mixed up in it. His oldest daughter, Delight, is vice-president and the younger, Elaine, is head proof-reader.

At his press Mr. Rushmore works out his problems, tries varying forms and combinations for title-pages and end-papers, and prints his own wood-blocks. To do this

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End-papers for "Home to Harlem"—a repeat pattern of the book's title



The jacket and title-page for "Caroling Dusk"—both making use of the same design



Sea-drinking Cities

By Josephine Pinckney

THROUGH A WINDOW-GLASS

LOOKING IN

THE passer-by who happens to lift his eyes
To three long windows fronting the green
sea,

Is pricked by the oblique hawk-gaze of three
Women with glittering needles that fall and rise.
The shadowy room behind them magnifies
Their forms; like Fates that sit eternally
Beside a pool's dark margin, they decree
An icy blight upon the one who pries.

The footsteps of the passer-by are hurried
By these grim women and inimical;
He calls them witches and resents the fear
Of arrogant glances that had got him flurried.
Walking along the water people all
Speak evil of the trio sewing there.

[3]

SEA- DRINKING CITIES

POEMS by Josephine Pinckney



Harper & Brothers Publishers

NEW YORK and LONDON

MCMXXVII

The first text-page and the title-page of Josephine Pinckney's "Sea-Drinking Cities" as they were designed by Mr. Rushmore

Noted Names in American Publishing, old and new



Joseph Brewer



Edward K. Warren

The firm of Payson & Clarke Ltd was incorporated in the Spring of 1925.

In November of that year, Edward Kunhardt Warren, and in the Spring of 1926, Joseph Hillyer Brewer joined forces with the original partnership. Subsequently, first Mr. Clarke and then Mr. Payson withdrew. Mr. Brewer as President and Mr. Warren as Vice-President and Treasurer, then assumed control of the destinies of the corporation.

Oddly enough the *Ltd* has caused a great deal of comment to the effect that Payson & Clarke must be an English firm. Quite the contrary is true. The members of the firm are American, and the incorporation was made under the laws of the State of New York.

Joseph Hillyer Brewer was born in Grand Rapids, Michigan, is a graduate of Dartmouth and B.A. of Oxford University. For some time he was on the staff of *The Spectator* of London. Later upon his return to this country, he went with the firm of D. Appleton and Company, and from there in 1926 joined the firm of Payson & Clarke.

Edward Kunhardt Warren is a graduate of Groton School and Harvard. He was born in New York, a son of the Rev. Edward Walpole Warren, for a time Rector of St. James's Church in New York, and a grandson of Samuel Warren, Q.C., author of the well-remembered "Ten Thousand a Year."

To J. J. Little & Ives has been entrusted the manufacture of many of the splendid titles bearing the Payson & Clarke imprint.

J. J. Little & Ives Co.

Complete Book Manufacture
from manuscript to finished book . . . all under one roof
Large or Small Editions

425 - 435 East 24th St.

NEW YORK, N. Y.



WHEN JESUS WAS BORN

THE STORY OF CHRISTMAS FOR LITTLE CHILDREN RETOLD BY WALTER RUSSELL BOWIE + ILLUSTRATIONS IN COLOR BY CHARLES B FALLS



PUBLISHED BY HARPER & BROTHERS
NEW YORK AND LONDON MCMXXVIII

The frontispiece and title-page for "When Jesus Was Born," set by hand at Mr. Rushmore's press, The Golden Hind Press

he stays away from his office several days a week, leaving the mechanical details of the Manufacturing Department in the very capable hands of Mr. Henderson. The quiet of his "country office," Mr. Rushmore says, enables him to double his normal output. On the days he is to be found on 33rd Street he is readily available to artists and designers, full of sympathy and advice and looking always for the man or woman with new ideas.

A little book issued by Harper's this fall and written by the Rector of Grace Church, Dr. W. R. Bowie, called "When Jesus Was Born," is a good example of his work. The type was set by hand at the Golden Hind Press—the illustrations drawn by Charles B. Falls, noted artist and designer.

Another of Mr. Rushmore's hobbies is digging out new artists and helping them find themselves. He believes in collaboration and has had many pleasant experiences in this line.

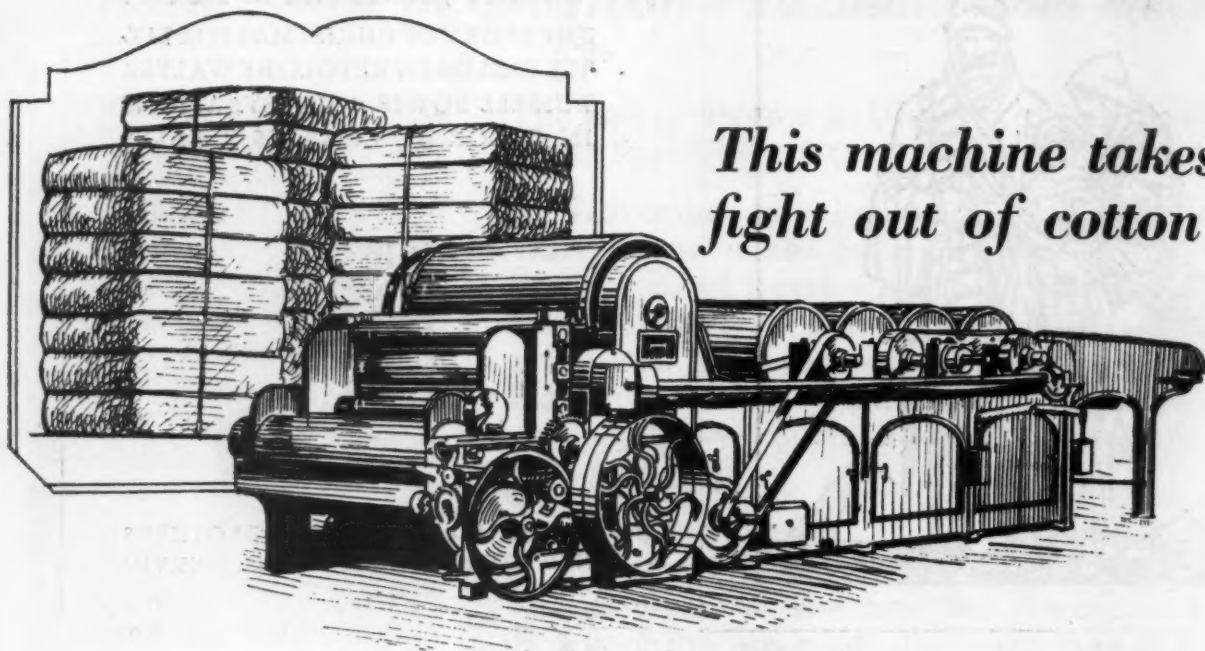
Another title, "Caroling Dusk" by Countee Cullen, illustrates very clearly Mr. Rushmore's ability to harmonize details. The jacket design was printed in maroon red, the end-papers in a lighter tone of the same color using the same design while for the border of the title-page

a piece of the design was lifted bodily from the jacket. Other bits were used as decorative spots throughout the book, a treatment involving little expense but adding considerable richness and novelty to the result.

The end-paper for "Home to Harlem" is another clever dodge—a repeat pattern of the book title. It was printed in pale blue. The two title pages shown herewith are representative examples of Mr. Rushmore's delicate hand, one a detective story, the other, "Cambric Tea," a charming book of essays. This had a fragile flower-stamped binding which, alas, cannot be reproduced. "Sea-Drinking Cities," too, shows clearly one way of solving a difficult problem—that of setting poetry. Title and opening page are shown.

One cannot write a proper appreciation of A. W. Rushmore of his designing. It is simpler to take a look at the books Harper & Brother turn out today, and the ones they turned out twenty years ago. Remember, too, that this has been accomplished not by spending more money—but by ingenuity and the use of care and taste. It is simple to say "What ho—let us have taste" but it is another thing to find it and having found it, to utilize it to such advantage.

YOU SHOULD KNOW THIS ABOUT BOOK CLOTHS



This machine takes the fight out of cotton...

A BALE of cotton, when shipped, occupies the same cubic space, approximately, as a fair-sized trunk. But it's packed as hard as a baseball, and the first thing to be done is to "open it up." This process is essential, not only to get the cotton back to its fluffy and workable state, but to remove the various impurities that are inevitable in every bale.

This is how it is done: The bales are ripped apart and cotton is spread evenly on a belt which feeds it into the "opener." The opener has a series of toothed rollers which tear up each handful of cotton, disentangling the fibres completely. At the same time a current of air is blown through the cotton, carrying away all impurities—and it emerges from the machine white and fluffy as a summer cloud.

This process must be carried out with great care and skill if the ultimate thread is to be firm and smooth. At the Interlaken Mills cotton is "opened" by the most up-to-date machine that has been developed for the purpose—operated by men who have been in the plant for fifteen years.

Interlaken Book Cloth

Manufactured by
INTERLAKEN MILLS

TURKS HEAD BLDG., PROVIDENCE, R. I.

18 THOMAS STREET, NEW YORK, N. Y.

Interlaken's "Bale-to-Book" Method Protects the Book—and the Publisher!

Beatrice L. Warde—Typographer

Frederic Melcher

WHEN The Worshipful Company of Stationers, whose name means so much in the history of the English book, held last October the first Ladies' Night of its long career, the occasion was notable not only because the coming of women to the attention of the Guild was thereby recorded, but also because the person who was selected to reply to Lord Leverhulme's toast to "The Guests" was a young American, Mrs. Beatrice L. Warde, who had, in a short eighteen months in London confirmed the reputation which she had been building up in America and in Continental Europe. And that response to a toast, we may well believe, carried that same measure of contagious spontaneity and enthusiasm which makes her scholarship so peculiarly important to the world of typography.

Mrs. Warde, daughter of May Lamberton Becker, so well known to the bookman's world, and wife of Frederic Warde, the distinguished typographer, graduated eight years ago from Columbia University and became assistant librarian at the famous typographic library which Henry L. Bullen has been building up for the American Typefounders' Co. in Jersey City. Three years later she left for Europe for further study and, except for one six months' visit and her present short stay of a month (she arrived in New York on the

23rd of January), she has been resident abroad ever since, chiefly in old Chelsea.

To the scholarship of typography she has contributed, under her now familiar nom de plume, Paul Beaujon, an important piece of research into the origin of the types commonly known as the Garamond, which were discussed in an article called "The Garamond Types," in the fifth volume of *The Fleuron*, and in a volume, published in Paris in 1927 by Champion, "The 1621 Specimen Book of Jean Jannon." Her research in sixteenth century type faces had convinced her that Garamond himself had had nothing to do with the types now bearing his name, as no traces of such types existed in the books of his day. Then, after searching through hundreds of volumes of the succeeding decades of French book production for the first use of such a type



Beatrice L. Warde

design, it was located at last on the title-page of a volume printed at the University of Sedan, dated 1621. Search was then transferred to Paris, where a type specimen book of Jean Jannon proved him to be the designer of this famous and much used font.

When Mrs. Warde joined the staff of the Lanston Monotype Corporation of London, she undertook editorial work of its famous house organ *The Monotype Recorder*, whose issues are carefully treasured by all collectors of typographic material, and to its pages she has contributed

much of historical value, including articles on "The First National Printing Office of France," on "Nicolas Cochin" and on "Pierre Simon Fournier."

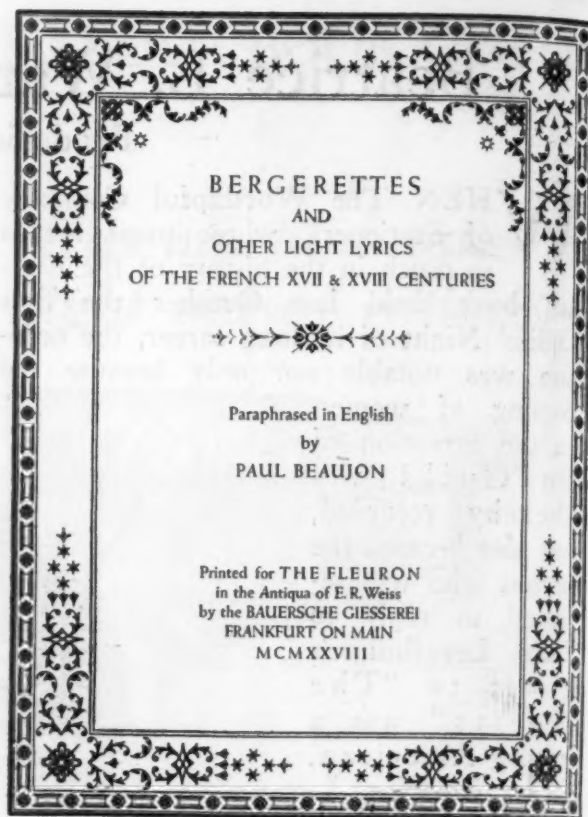
To the sixth volume of *The Fleuron* Mrs. Warde contributed the much quoted article on "Decorative Printing in America," and for the seventh is writing one on Eric Gill, of whom she is a great admirer and who has recently done a profile study of her, reproduced by collotype, which collectors point to as a Gill masterpiece.

To the French typographic magazine *Arts et Mètièrs Graphiques* she is also contributing. Her summer is to be spent in France in research in sixteenth century French types. To the new *Britannica* she has contributed the article "The Book as a Work of Art."

It must not be thought, however, that her interests lie wholly in the field of the historian of type, as more recently she has been taking on the work of publicity for the English Monotype and has been responsible for many new and effective ideas affecting the service which the company gives to printers, including lay-out, advertising matter, calendars, and so forth. The current number of *The Recorder* is devoted to "Advertising Printing," with a supplement in the form of a burlesque daily paper, *The Advertiser*, which is a one-man job of both text and composition and full enough of the playboy atmosphere to be a welcome possession of its recipients. The *Publishers' Weekly* presents on page 570 of this issue an article by Mrs. Warde, under her pseudonym, Paul Beaujon, "The Machine in Book Composition." This article, to which the *Weekly* has American serial rights, was published in the January issue of *Arts and Crafts* in England.

Mrs. Warde has been a close student of all American masters of printing as well as of foreign models and developments, and she has done much to quicken abroad the appreciation of their output.

On February 4th Mrs. Warde attends the opening of the W. A. Dwiggins exhibit at the American Institute of Graphic Arts, and later, before returning to London, she is going to Cambridge to talk over with the Harvard University Press the volume on Type Studies which they have asked her to undertake.



One of Beatrice Warde's productions
which she signed Paul Beaujon

New Trend in Type Design

EFFECTIVENESS in contemporary design with the use of easily available printing material has been interestingly tried by *The Linotype Magazine*, which in its January number, just issued, is devoted to "The New Trend in Typographic Design, as shown in suggested layouts and arranged in linotype material" by Lucian Bernhard. The sixteen pages with cover are printed in various black types with blue and orange color used for emphasis, and decoration, all of which will be found very suggestive to those who have circulars or other advertising to prepare. "True modernism," says Harry L. Gage, assistant director of Linotype Typography, in the dedication, "discards formulae but retains thoughtful design. So this magazine has both plan and layout, and vigor of color has been sought. None of us believe that the Gothics are beautiful in their own letter forms, but they carry color and it is with masses of color (or tone) and abrupt contrasts of very light and heavy type that the modernist works."



With Every Tick Of the Clock

..... A NEW BOOK
IS PRODUCED BY
THE KINGSPORT PRESS

In 1928 the Kingsport Press turned out sixty-four books a minute during every working day - - or twenty - one books every minute of every day, day and night throughout the entire year.

These figures indicate the enthusiastic support publishers are according our product.

From Forest to Finished Book



KINGSPORT PRESS

KINGSPORT, TENNESSEE

Sales Agencies

NEW YORK
578 Madison Avenue

CHICAGO
Tribune Tower Building

The Machine in Book Composition

Paul Beaujon

HOWEVER you may define a snob, he is certainly not a pragmatist. The reasons which he gives for liking or disliking a thing may be based on rumor, instinct, or a careful theory derived from books, but they are not based on whether the thing itself works better. In the industrial arts, a snob may be recognized as a man who carries over to his criticism of a useful object the standards of fine or "pure" art without bothering about economic problems and how they affect the materials, the production, even the attainability of the object.

For a while, at the beginning of this century, it looked as if printing—fine printing, so-called—were going to be an almost ideal field for the æsthetic snob, the collector, the man with theories about handicrafts. William Morris, dissatisfied with the mechanical perfections and æsthetic sterility of book printing in his time, made a reversion to the old methods of printing on a hand press which was in its essentials a late phenomenon of nineteenth century romanticism. It was, indeed, perhaps the one really useful achievement of the gothic revival, for the thing it displaced was not the time-honored "architecture of humanism," but a style of printing which, far from being set in its forms by tradition, was rapidly being demoralized by the new mechanical processes of reproduction. Morris and his disciples served to remind men that there were certain laws of good printing based squarely on the physical facts which will remain as long as printing is done by impressing a relief surface on paper, and as long as fine composition is attained by arranging one type against another.

But on the other hand, the "private press movement" (as it was called with less accuracy than appropriateness), ran contrary to the first principle with which printing superseded calligraphy: the purpose of producing, instead of a unique, beautiful,

and intensely human MS. book, as large a number as possible of mechanical reproductions, capable of being published in a good form at far less than the price of a MS. issued in a good form. Gutenberg's primitive hand press is enshrined with tradition. It took a good deal of hard labor to make it work, and a good deal of ingenious contriving went into the first arrangements of movable types; yet both the press and the early wooden type mould were as much machines, from the point of view of the scriptorium, as our modern rotary press and type-composing machine. There is, in fact, something unnatural and arbitrary in a numbered and limited edition of a printed book. It is like deliberately scoring through a wood block after a certain number of copies have been printed. However the type on one hand or the wood-cut on the other may suffer deterioration from the printing of say 500 copies, the essential nature of the print cannot so obviously change as in the case of a delicate etching. Hardly one of the books which were produced until after the war, under the category of "fine" printing, came out without the solemn assurance on the publisher's part that no more than a certain number of readers would ever have the privilege of possessing copies of the edition.

Meanwhile, commercial publishing went on, not particularly abashed by the fact that the word "commercial" as applied to printing was gaining a harsh meaning, due to the attitude of the *précieux*. Only recently have book lovers begun to appreciate the sober and reasonable productions of John Lane and J. M. Dent in the 'nineties; and such a firm as R. & R. Clark, of Edinburgh, has only this year received recognition in the form of an exhibition and catalog of the straightforward and legible book production which has been associated with Scottish printers during this century and earlier. Yet mechanical composition inexorably swept away the older methods of

YOU *publish best-sellers—* WE *manufacture them!*

SOME QUINN & BODEN SALES FIGURES:

The Publishers' Weekly each month lists the 10 best-sellers, in fiction and non-fiction, based on figures obtained from stores throughout the country. Each month 20 titles are listed altogether.... The tabulation below shows Quinn & Boden's record. Opposite each month is the number of that month's best-selling titles which were manufactured *complete** by Quinn & Boden.

January 3	July 3
February 4	August 4
March 3	September 3
April 2	October 4
May 2	November 3
June 3	December 3

We do not advance the claim that every well-made book will sell. But we firmly believe that, other things being equal, the well-set, well-printed, well-bound book will *outsell* the other kind.... We also point out that our individual customers have sent a very large proportion of their best-sellers to Rahway for manufacture.

*Set up, electrotyped, printed and bound.

QUINN & BODEN CO., INC.

RAHWAY

Complete Book Manufacturers

NEW JERSEY



Color !

We speak of colorful people as well as colorful things. The drab, whether it be in hue or in character, is commonplace and uninteresting.

Books must be colorful in content and colorful in binding to conform to the present day mode.

Color need not be flamboyant or in bad taste, and it was with this in mind that Span-o-tone was developed.

We offer Span-o-tone as a colorful binding in keeping with good taste as well as in keeping with the modern trend.

Span-o-tone is a book cloth—which means that it provides a maximum of attractiveness, durability and workability at a minimum of cost.

THE HOLLISTON MILLS, INC.
NORWOOD, MASS.

BOSTON NEW YORK PHILADELPHIA CHICAGO ST LOUIS

Agents

The Norman F. Hall Co., San Francisco, Cal.
Independent Printers' Supply Co., Los Angeles, Cal.
The Wilson-Munroe Co., Ltd., Toronto, Ont.

HOLLISTON
Span-o-tone
The Two Tone Book Cloth

case and stick. The standard of book work went down as a result, but this was due to the perfunctory quality of type-faces first issued by the composing machine companies rather than to any inherent defects in the machine. It may be noted that in the old days the compositor, the man who stood at the case, was a good compositor precisely inasmuch as his movements approximated the machine in rapidity and efficiency. The man who stopped to think where the lower-case e's were kept would never do on straight or solid matter, and a book is of course composed of straightforward pages of text. Conversely, it may be said that the composing machine is the best which most nearly approximates the human being in its methods; and because the Monotype caster produced single types one at a time, and ranged them fresh from the mould in lines, this peculiar flexibility resulted in the gradual adoption of the Monotype by what is now an overwhelming proportion of British book printers. The mechanical means were there, but it remained to support this economic efficiency with type-faces of legibility and beauty; for it is in the design of the alphabet that one may find almost the whole distinction between pleasant and unpleasant printing.

In 1913 began the production of *The Imprint*, a monthly magazine devoted to the reconciliation of good typography and modern production methods. The type in which this journal appeared was designed at the suggestion of the editor, Gerard Meynell, and produced by the Lanston Monotype Corporation. It marks a turning point in the history of British book production. Imprint type is a version of the Caslon old-face, which has become one of the classic national designs, but the original was not handled with any undue respect for antiquity as such. It was remarked, for example, that in Caslon, letters like the capital M and many features of the italic were, however, quaint and in "the period," not distinguished for perfect legibility. Sometime after the appearance of *Imprint*, began that phenomenon which John Johnson, printer to the Oxford University Press, has described as "the one most important factor in raising the standard of British book production to its present high level"; i.e., the policy of the Monotype Corpora-

tion in putting design first, and—as it were—persuading the machine to produce it perfectly, rather than subordinating the proportions of the face to any supposed limitations of the machine. As a result, there was produced first the Poliphilus Old-face and Blado Italic drawn from Renaissance models—the latter being the first Chancery italic produced since the sixteenth century. At this time, Stanley Morison, author of "Four Centuries of Fine Printing," and present editor of the *Fleurbaey*, was retained in as an outside advisory expert in the production of type-faces, and within a few years there appeared in rapid succession faithful reproductions of the finest type-faces of various definite periods in the history of printing, such as Garamond (sixteenth and seventeenth centuries); Plantin, Baskerville and Fournier (English and French eighteenth century respectively); Bodoni (from the neo-classic age), and others. The one move which first and most definitely showed the result of this work was the appearance of the Nonesuch Press, under the direction of Francis and Vera Meynell and David Garnett. The Nonesuch Press took as its policy the issuing of intelligently and charmingly designed books at prices noticeably within the limits of a modest book-lover's income. The response was definite and far-reaching. It is true that copies of the Nonesuch *Book of Ruth* are hardly to be obtained today at £25, but they were issued at 8s. 6d.

By 1924 it had become evident that the whole study of fine printing had passed out of the hands of the snobs, and that the new propagandists in typography, men like Stanley Morison and Francis Meynell, had no particular prejudice against the word "commercial." Mr. Morison, acting as designer to the firm of William Heinemann, to the Cambridge University Press, and later to Victor Gollancz, Ltd., created a sober and recognizable style of typography in which the emphasis was put upon clarity and logic in arrangement. This style is now being adopted in certain American publishing houses, and will doubtless raise the deplorably low standard of commercial book printing in that country, which has been but slightly affected by the admirable and individualistic work of Bruce Rogers and D. B. Updike. Francis

Meynell does, it is true, produce limited editions, and editions of non-copyright authors at that: and one might almost say that an edition of 1,000 which has 2,000 people fighting to obtain copies is more obviously limited than an edition of 250 copies which nobody can afford to buy. But in spite of this, the prices of the Nonesuch books were such that any publisher, however intent upon production costs, could take the hint from their clarity and beauty, and in addition the Press has issued a notable series of unlimited editions of which the "Week-End Book," machine-set in Plantin, is an example. As Mr. Meynell recently told the writer:

"All we have tried to do is to make good use of modern mechanical production, which has a double efficiency. It allows greater flexibility, wider versatility, firmer control than handicraft processes; and by its comparative economy it widens almost unbelievably the market for carefully considered and competently executed printing. The Monotype has done for composition what cylinder presses have done for machining, and what the Fourdrinier mechanism has done for paper-making. Together these processes have allowed us to make nice-looking and inexpensive editions for those collectors—pardon the irony—who also use books for reading." Many of the great London publishing houses now entrust the design of an edition to their own typographic advisers rather than allowing the printer to choose the type and arrange the page. The vast improvement thus brought about shows clearly in the good work of Chatto & Windus, Martin Secker, The Medici Society, Jonathan Cape, Macmillan, Heinemann, Constable, Ernest Benn and Duckworth, as well as of the important newcomers, Victor Gollancz, Alfred Knopf (London) and Gerald Howe.

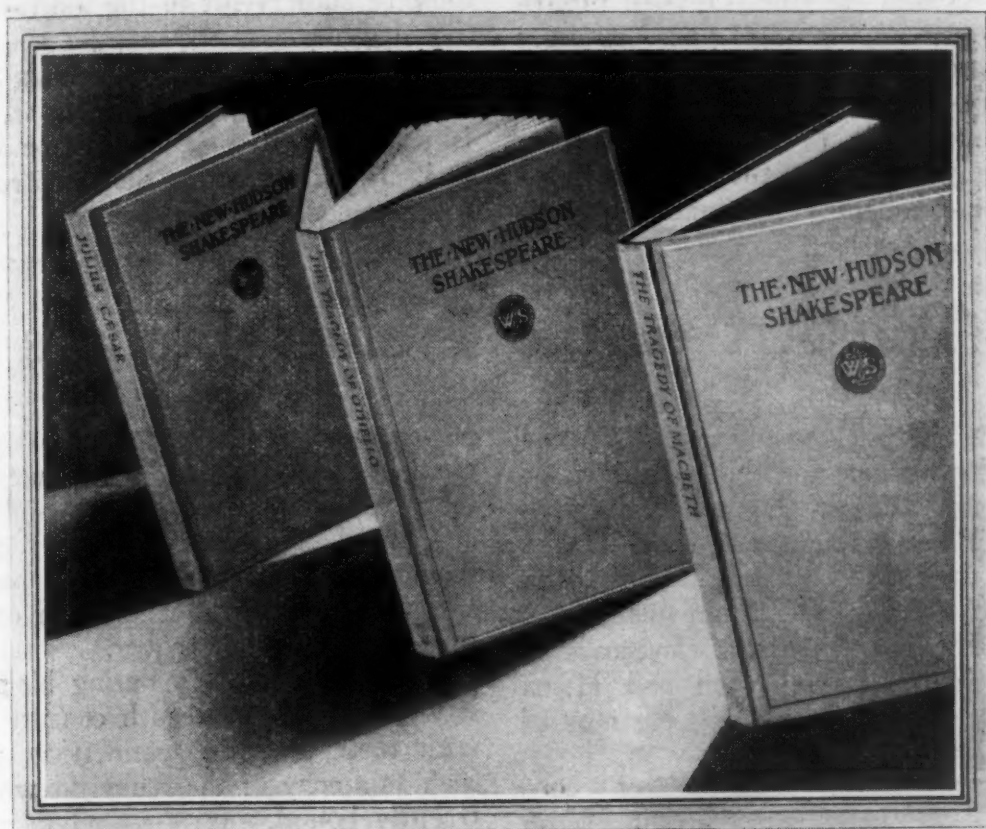
It should be noted that both the early and later phases of the reform of English book design, here mentioned, sprang at first from derivative, indeed actually reminiscent, typographic styles. Morris "revived" an ancient gothic and roman letter; the famous Doves type was a "revival" of Jensen's face; and similarly the composing machine produced, in response to a definite demand from educated printers, facsimiles

of the finest type-faces of earlier periods. No other proceeding could so well have prepared the ground for original work later on. It has been said that Bodoni was the last original type designer, and that he carried the centuries-long tendencies of type reform to their logical conclusion. Since then, type-cutters have spent a century in going back to school as an atonement for the excesses committed in the post-Bodoni decades. What the sixteenth century type designer knew instinctively we, for our part, cannot take for granted; our taste has been corrupted by too much freedom. Mr. Morison recently remarked:

"Before even approaching the subject of a twentieth century type, to differ from other types as our age differs from past ages, it is necessary that the whole reading public should be given a novitiate period in which they can learn to take good printing type absolutely for granted, and to be sharply intolerant of a poor design without the slightest reference to whether it was made four centuries or four years ago. The time, I believe, is now ripe, and the book-face recently designed by Eric Gill will be the first definite attempt of this kind in modern English type-cutting. All the previous efforts in period reproduction will only have served as a sort of parallel to the *Meisterstück* which was presented to the Craft Guild in the Middle Ages by a journeyman, at the end of his apprenticeship, to support his claims to enter the Guild as a master craftsman."

We should, therefore, not reject old type-faces simply because they are old. Type is like furniture, in that it is strictly and firmly subordinated to a purpose, and when we consider that legibility arises from the customs of the eye, we must be wary in tampering with time-honored proportions. When the Linotype Company recently produced a version of a fine sixteenth century type, undoubtedly designed by Claude Garamond, they kept very close to the original, but this face, Granjon, is essentially not a "period piece" at all, but simply a legible and well-proportioned way of conveying thought.*

* The disadvantages of Linotype composition have been overcome in this case very ingeniously: almost too ingeniously for our modern standards of machine efficiency. In the nature of the Linotype matrix, it is impossible to "kern" letters beyond the body.



*Bound to last—in genuine du Pont Fabrikoid
Photograph through courtesy of Ginn & Company*

“Stop, look, buy,” say these covers

Today publishers are awakening to that cardinal principle of salesmanship—*Dress up the package.*

A cover of Fabrikoid attracts the book customer at once:

1. It has good looks, a good feel—is a fitting garment for well-loved pages and an attention-getter.
2. It is obviously very *durable*.

Books bound in Fabrikoid will stand both use and abuse. They are beautiful in your store and they stay beautiful in library or home. When they become dusty

or soiled—soap and water will restore their original beauty and freshness.

Fabrikoid is easy to work with in the bindery; it can be printed or embossed with gold or foil and decorated in many different ways. Leading publishers are using du Pont Fabrikoid on classics, text-books, children's books, novels—on every kind of volume—because it has added saleability—is beautiful and durable.



Let us send you full details and suggest original cover design suggestions. Write to our Publishers' Service Bureau.

E. I. DU PONT DE NEMOURS & CO., Inc., *Fabrikoid Division*, NEWBURGH, N. Y.

FABRIKOID

MAKES COVERS SAY “ATTENTION!”

Efficiency and mechanical invention have done just this for the book: they have lowered the price, and thereby put beauty at the service of the multitude. But in type design and in the fundamentals of spacing, arrangement, etc., the machine must always be completely dominated by and

must be subservient to the individual creative designer.

And this man in his turn must be dominated by the purpose for which all printing is produced, that is, not to be beautiful in itself, but to act as the unobtrusive and pleasant conveyor of ideas.

The Art of the French Binders

FROM the machine age to the leisurely craftsmanship and high artistry of the middle ages is but a step at Country Life Press where the French binders work at their fine, exacting art of book binding not many feet from where the great Hoe presses turn out thousands of books a day. Gaston Pilon and Henri Hardy are the two remaining partners of



Gaston Pilon at work in the French Bindery at the Country Life Press

the group which came to America in 1922 to bind volumes for the famous libraries of Robert Hoe, and Morgan, Spencer, and Huntington. Since that time they have done bindings for the rarest first editions and manuscripts of all the collectors in America. Their safes are always stuffed with treasures waiting to be bound, and their workshop is strewn with designs and

patterns which they are executing at the moment. Among their recent works are a set of Dickens' first editions and another of Conrad. The Dickens with a character from each story inlaid on the back strap and Conrad with a scene from each book inlaid on the front cover.

But their most fascinating bindings are sixteenth and seventeenth century designs, with their intricate symmetrical patterns, such as a copy of the Rubaiyat which they recently bound. It is tooled in gold and inlaid with tiny particles of vividly colored leather. It takes from two to three months to make such a binding.

Mr. Pilon and Mr. Hardy are the last of their school in America. They can find no apprentices of the younger generation with the patience and the love of beauty to learn so exacting a craft. But though they will leave no successors to their art, they will leave to their credit some of the most beautiful bindings of their generation.

The Bok Awards

THE Bok Awards for Advertising, which have been conducted by the Harvard Business School for the past five years, are again announced, and the jury meets on January 31st. Among the chosen jurors are Elmer Adler of the Pynson Printers, New York, and Richard J. Walsh, President of the John Day Company, publishers. There are four prizes of \$2,000 each for advertising campaigns and four of \$1,000 each for distinguished individual advertisements. In judging an advertisement, typography will be considered as well as effective illustration and text. The awards will be announced on March 1st. The Dean of the Business School is to publish a book containing a summary of the five years' awards.

ENGRAVINGS

for Text Books

THE MODERN-DAY mode for gay, charming colors has influenced the appearance of our text books quite as much as it has the appearance of our clothing or our house furnishings. For youngsters, above all others, respond to the swift fascination of color.



In keeping with this tendency, The Lakeside Press has developed a process whereby it is possible to do printing that resembles the warm, vivid tones of process color without the expense of color drawings. Furthermore, copy that cannot be successfully reproduced by ordinary Ben Day, owing to certain color combinations or harmonies, is reproduced with the greatest effectiveness by this process.

Incidentally, when publishers advise with us regarding their text book drawings before they are made, better results are likely to be had than would otherwise be possible. When we are permitted to plan a text book in its entirety, each phase of production complements every other phase. This makes it possible for us to maintain a high standard of quality and to produce with the greatest economy.

It will be a pleasure to confer with you regarding the production of your text books.

The Lakeside Press

R. R. Donnelley & Sons Co.

731 PLYMOUTH COURT, CHICAGO

NEW YORK OFFICE, 79 MADISON AVENUE

For
ECONOMY
in
gold stamping

specify

**ALCHEMIC
GOLD**

—because ALCHEMIC GOLD is unusually brilliant, because it *lasts*, and because the cost of stamping in ALCHEMIC GOLD is but little more than that of stamping in ink. *Your binder can do it! Ask him about it!*



ALCHEMIC GOLD Co., INC.

406 West 31st Street, New York

Sole Agents: Louis Dejonge & Co. New York Philadelphia Chicago

The Package Is Modernized

The Principles of Promotion Via Packaging Applicable to Books

Waldon Fawcett

THE carrier-function is next to the last thing that is thought of in designing and fabricating the modern package. Herein lies a constructive moral for the booktrade, little as the booktrade has to do with the conventional form of package, translated to the ultimate consumer. Contact is made, however, through that re-appraisal of package "dress" which glorifies the same values that are uppermost in the strategy of book jacketing.

This approach of the technique of modern packaging more closely to the poster plot of the vivid book wrapper has been manifest to the casual observer. It has remained, however, for the studies of government experts and private research organizations to reveal what is behind the revolution in packaging. In a word, the finding is that the science of packaging for the retail trade has turned from the substance to the surface.

A sudden shift to what in an earlier day would have been regarded as superficial has been possible because of the conquest of the physical. Thanks to the introduction of machinery in box-making, etc., the present-day user of packages has been freed from most of his former worries regarding the structure or serviceability of the container. He has, in effect, been left free to turn his attention to the appearance of the commodity receptacle. This, the investigators find, has had quite as much to do with the re-alignment of package equations as has the influence of the age of advertising, potent as that all pervasive influence has been.

In the new ideal, "attention value" or "promotion value" is the chief factor of package efficiency. In this latter-day conception, the package is at once a poster or placard; an identifying device proclaiming relationship to other members of a line or family of products; and a vehicle of counter and window display. Considerations

unrecognized in the days of the purely utilitarian package, have weight in the selection of package design. One of these is the qualification of the ensemble package get-up for reproduction in pictorial advertising. Another is the studied effort to provide a package that will be continued in service as long as possible, thus squeezing the last ounce of advertising value. On this last premise the package engineer would shudder at the thought of a gold book jacket, liable to be cast into the discard forthwith, because it powdered the hands of the reader.

Packaging and Book Jacketing

The parallel is close between modern packaging and book jacketing not so much by reason of a similarity of advertising objectives as by reason of reliance upon the same mediums of expression. Color and typographical design are the main dependencies in both fields. Even in the adaptation of design to merchandising conditions there is much in common. The designer of book jackets who has ever an eye to the assembly value of a design, when mobilized for mass attack in a pyramid of books, is in the same boat as the designer of drug or grocery packages who is admonished nowadays to cultivate "repetition harmony," or "continuous design" in order that units may gain rather than lose when stacked or arrayed on shelves in the semblance of a border.

Marketing specialists, who keep tab on the progress of packaging, declare that there are observable today certain very distinct trends. The trend, as they dignify it in package evolution, is distinct from transient fashion. The latter concerns itself with colors which have a seasonal vogue and other ephemereal manifestations of up-to-dateness. The gradual leaning to a new school of package rendition contrasts with the passing fad in that it is likely to have

prolonged influence upon practice in general.

Two new lines of emphasis are found to be outstanding in the current revision of package design. One is a fresh and deepened consciousness of color,—the complement, doubtless, of the awakening of all industry to color values. The other is a pressure for bold simplicity in design that is attributed by most of the experts to the influence of Modernistic Art or Art Moderne. By good luck, or good management, both of these mediums are adapted to the latter-day necessities of the package in its display and advertising function.

Package strategists have realized for some time past that the conditions of modern life are combining to demand more vigor in display if the modern package is not to lose out in the race for attention value. The whole pace of urban life has speeded up so that only the elemental can be sure of advertising reactions. The gait of motor travel, no less than the circumscribed space of window display, and the conditions of visibility attending second-story show windows, necessitate package messages that may be assimilated on the fly by the read-and-run prospect. To this necessity, the new instrumentalities of color and planes have come as a Godsend.

Fewer and Stronger Colors

One of the most interesting disclosures by the package survey is the impulse to color contraction. How many colors should the package carry? The question has been perennial and may continue to be. Nevertheless, there is an unmistakable drift to decorative schemes that employ fewer and stronger colors. Packages have been redesigned in terms of two colors instead of four and have gained by the process.

According to one school of thought this concentration on primary colors is the inevitable consequence of the rise of the Modernistic. Art Moderne with its long straight lines and flat surfaces lends itself to expression in broad masses of color rather than to the more delicate tints that found place in the complex and intricate designs of the older schools. Another school of opinion clings to the belief that materialistic considerations have scaled down the colors in the lay-out. Obviously, printing costs are held down by economy in color

variety. Furthermore, it is claimed that shrinkage in the size of city apartments, with curtailment of daylight, produce a real need for more vivid colors and colors applied in larger splashes. So too, the increase in urban districts of smoke and dust renders it desirable to devise color spreads that will defy the grime. All of which may explain the stampede to the use of chrome yellow and black, following the scientific tests by the U. S. Department of Commerce which awarded to this combination the maximum quality of visibility—a point for designers to remember.

To devise a cover that will suggest the contents is an ambition which has become sufficiently common among package capitalizers to impress the Federal students of technique. Suggestion is conveyed in various ways. Commonly, of course, by color, by picture, or by some version of the sampling process, as in the case of the book jacket that carries a gripping extract from the book text. More subtle means are also being tried, as in the case of the hand lettering that is dramatized in some manner to suggest the subject matter. Conspicuous examples of the art are to be found in the titles wherein each alphabetical letter carries its suggestion of speed or electrical energy, or what not.

Design Repetition



A detail of practice, as to which the investigators find disparity of opinion, concerns the advisability of design repetition on the face and the reverse of the package. One wing holds that the "all-face" package design is worth any sacrifices it entails because of the insurance it provides for title display, no matter how the unit is positioned. The opposite wing contends that there is waste in the repetition of a design, front and back, if the secondary space may be employed to advantage for variants in advertising. One of the surprises of recent research is the discovery that sentiment is changing among package users with respect to package changes on an established product. Formerly, it was accounted high treason to vested good will to tamper with a familiar package design. Refuting this, are recent experiences which have shown that a change of "dress" attracts a number of new prospects and alienates few if any of the old friends.

THIS PAGE is set in what many authorities declare to be the finest type-face yet designed—the original Caslon, as designed by William Caslon in the early part of the eighteenth century, and cast by H.W. Caslon & Co., Ltd., of London, from matrices produced from Caslon's original eighteenth century punches.

That is, part of it is set in the original Caslon—a considerable portion is set in Linotype Caslon Old Face, a faithful copy of Caslon's original types.

Can you tell which is which? Can you distinguish the Linotyped lines from the hand type which D. B. Updike in his "Printing Types, Their History, Forms and Use" calls " . . . so beautiful in mass, and above all so legible and 'commonsense,' that they can never be disregarded, and I doubt if they will ever be displaced . . . "?

In color, design, mass effect, fitting—in everything, in fact—Linotype Caslon Old Face is a true Caslon, unquestionably the finest made for machine composition.

It is made in  **TRADE LINOTYPE MARK**  twelve sizes, from 6 to 36 point, and with italic from 6 to 24 point. Special 'f' logotypes are available for fine composition.

PART
OF THIS
LINOTYPE
PAGE IS
HAND SET

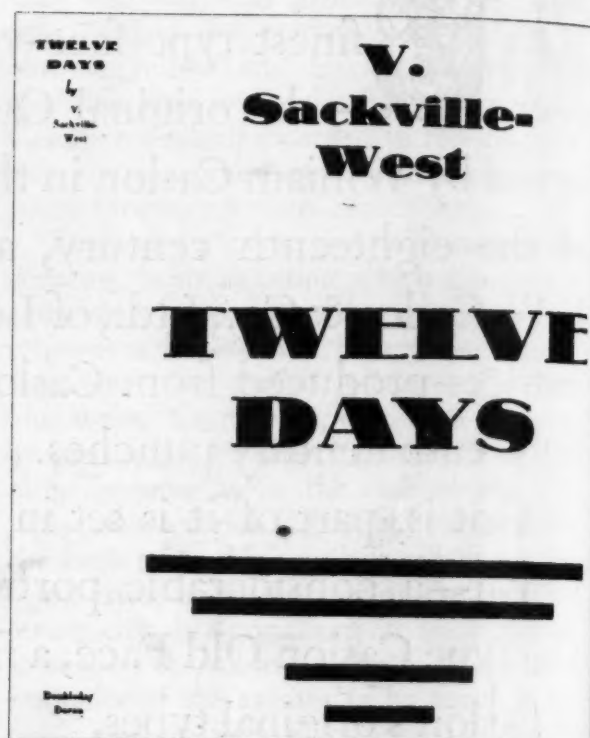
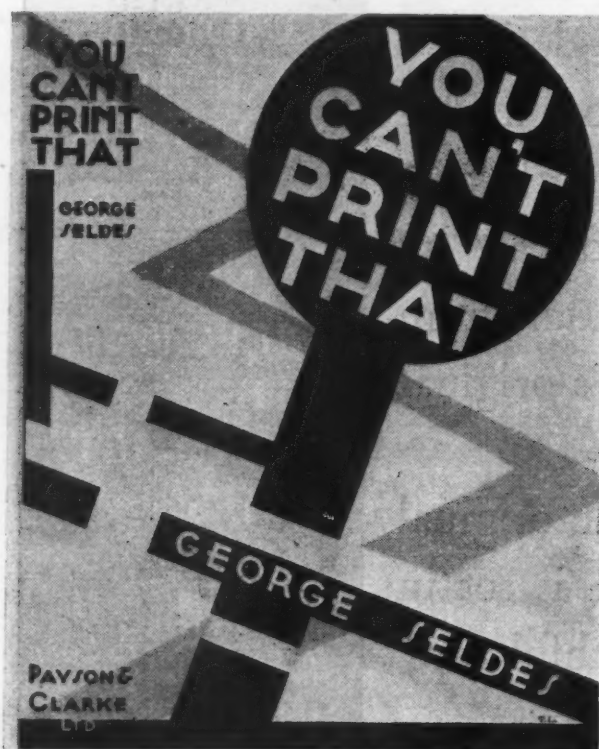
CAN YOU
SELECT
THE
HAND-SET
LINES?



MERGENTHALER
LINOTYPE
COMPANY
Brooklyn, New York

The Book Jacket à la Mode

The Modern Use of Line and Color Has Been Applied to the Book's Jacket But Has Not Been Allowed to Dominate It



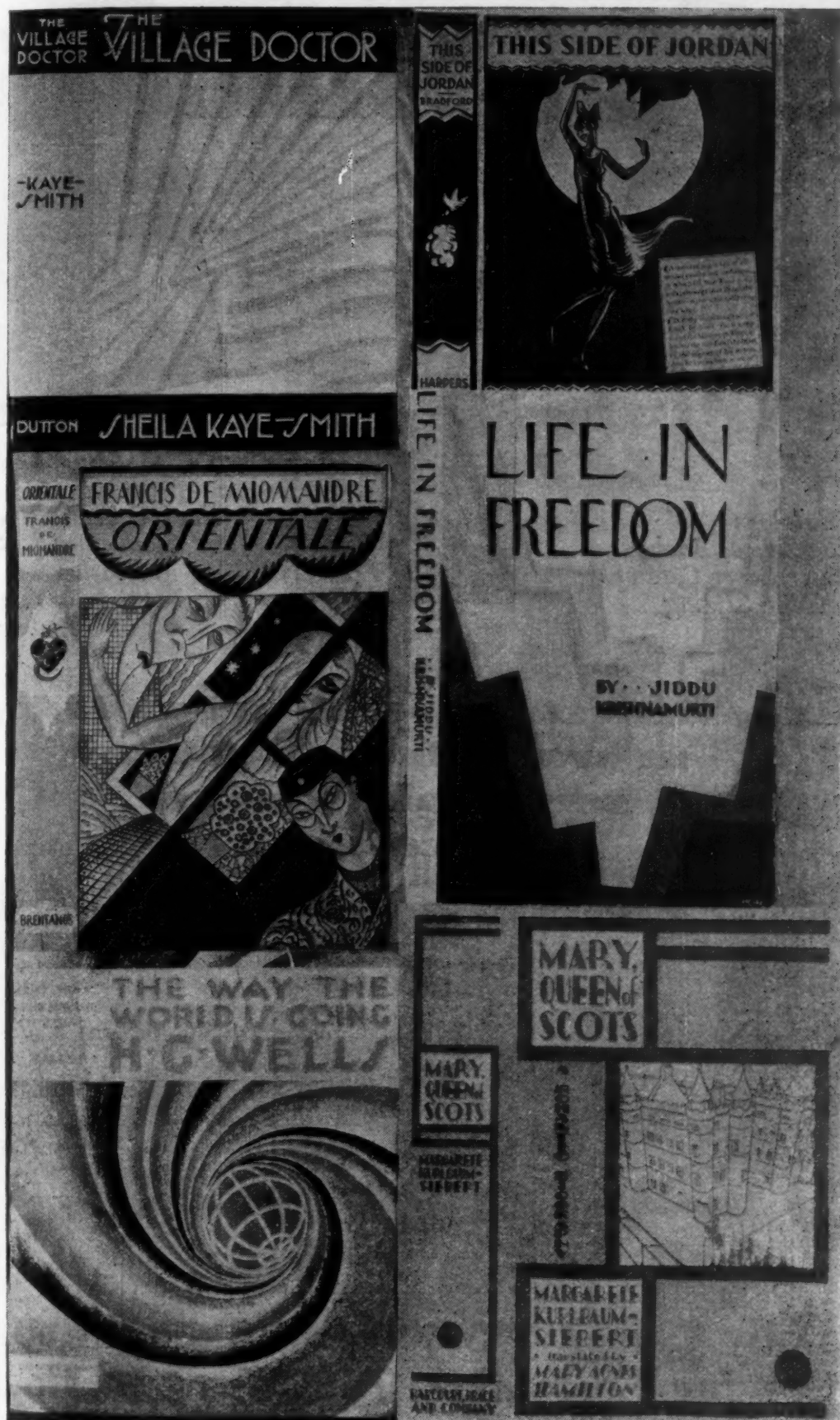
Two of this Spring's jackets. The author's name and the rules on "Twelve Days" are in deep blue, the title in bright red, all against a cream background. On the Payson & Clarke jacket the background is gray-blue, the lettering bright blue and gray, the design in black, blue and gray

THE greater number of people are untouched by any aesthetic development, except as it reaches them indirectly. The excitement over new dimensions meant nothing to the general public when discussed abstractly at the tables outside the Rotonde or the Deux Magots, or even when the art pages of newspapers in this country wrote enthusiastic reviews of the 1925 Exposition des Arts Decoratifs Modernes. But when New York shops began to show modern furniture, silver by Magnussen, draperies by Raoul Duffy, the movement began to mean something to the public. Bric-à-brac, lamps, even playing cards felt the influence.

Books were too splendid a medium for experimentation to go untouched. Modern types, end-papers, typography that made use of the simple line in its composition, even fine bindings in the spirit of the art

moderne proclaimed the sympathy of book designers with the movement. But it was the book jackets that blossomed forth in a dazzling array of cubes and angles as well as in the less obvious characteristics of the new art. Jackets are ideal for experimentation. They present more or less the same surface size and proportions, they can be unlimited in their color schemes and they combine lettering and design, so that what could not be accomplished with one could be accomplished with the other.

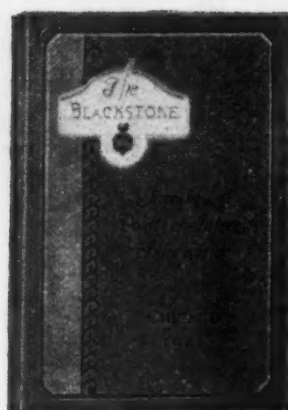
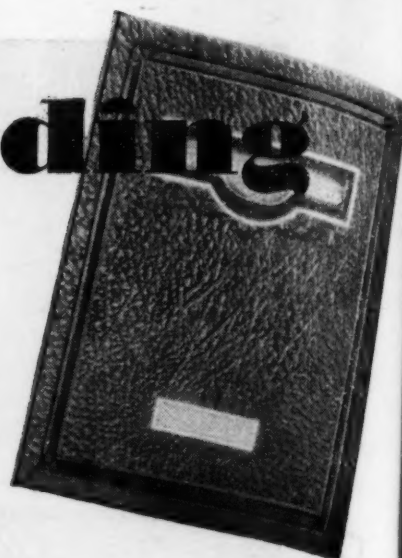
As is apt to happen in the first enthusiasm for a cause modernity in design was overdone in many cases. Not only was it overdone but it was done without that full knowledge of its artistic value which has not been slow in following. The stone that landed with such a splash in the middle of the pond has settled to the bottom, and its presence there is not unfelt. But



The six jackets on this page are all effective from the artistic, the display and the sales viewpoint. They all lose by reproduction for their splendid colors do not show. "This Side of Jordan," which looks the most conventional, is done in the popular wood-cut manner



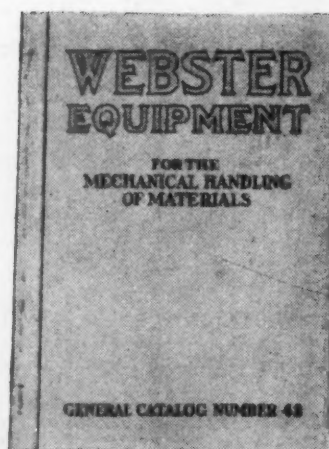
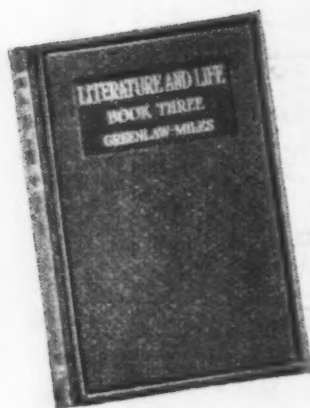
Book Binding



*Edition Catalogs
Edition School Books
Paper Cover Catalogs
Edge Gilding*

*Book Covers:
Cloth
Leather
Imitation Leather
Embossed Artcraft*

**Experienced, capable aid and ideas
in producing attractive
serviceable books
and catalogs**



**Daily Capacity 45,000 Case Bound Books
Serving Customers from Coast to Coast**

BROCK & RANKIN
INCORPORATED
Chicago

Phone: Harrison 0429

ESTABLISHED 1892

619 So. LaSalle Street

the ripples are more pleasant than the splash. Jackets have not lost their color, nor their designs in the new dimensions but they have learned to carry the color and the designs with more ease and with more artistry.

The eight book-jackets which are reproduced on page 582 and page 583, selected at random from the shelves, are not reproduced here as the foremost examples of modernity in book jackets. They do show, however, the fine standards of this important feature of the complete book, with the influence of the trends in art, as they are used in books that come readily to hand.

The jacket is the book's introduction. It is almost as important that the introduction be of a superior nature as it is that the book itself be. And these examples have taken into consideration the artistic tastes of the public, without letting their results over-rule the display and sales values of the jacket.

Rommel's Book is Bound in Cotton Seed Hulls

THE volume by Dr. George M. Rommel on "Farm Products in Industry" which Rae D. Henkle Co. published a month ago in an edition printed on paper made from cornstalks, has now been issued in a special binding of a material made from cotton seed hulls. Just when we think there is some product which must be a total loss, the ingenious industrial chemist comes along and makes it into something useful and beautiful. Certainly Dr. Rommel's book is both.

Gandy With Monotype

LEWIS C. GANDY, a practical printer of long and varied experience, editor of *The Printing Art* for five years, typographic director for the Lanston Monotype Machine Co., as well as several large printing offices in different cities, a frequent contributor to printing trade magazines, has been appointed head of the typographic layout department of the New York Monotype Composition Co.

PERKINS & SQUIER CO.
100 Hudson Street • New York City

AMERICAN FEATHERWEIGHT

The outstanding domestic paper combining the extreme bulk of an imported esparto sheet with an unusually smooth surface. Ideal for books requiring bulk and lightness.

Made by

P. H. GLATFELTER CO.

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Edition Binding, Leather, Cloth, also Catalog.

Efficient Workmanship. Prompt Service.

CORRESPONDENCE SOLICITED

MURPHY-PARKER COMPANY, 701-709 Arch Street, Philadelphia, Pa.

LUMINOUS LAID

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Pegasus Press Exhibition on View in New York

AN exhibition of Pegasus Press books was opened recently by Harper's Boys' and Girls' Bookshop and The Junior League of New York City at 460 Park Avenue. By special arrangement with The Pegasus Press (Harcourt, Brace and Co.,) "Les Costumes Regionaux de la France" will be featured. This book contains reproductions of 200 water colors by Elizabeth Whitney Moffat and Gratiane de Gardillane, an Historical Introduction by Henry Royere, Preface by the Princess Marthe Bibesco, Introduction by Robert W. de Forest, president of the Metropolitan Museum of Art. In connection with this book there will be shown the artists' originals and color process plates from which the book has been made. Art books done by the new German Collotype process; Stanley Morison volumes on Typography; and Hand press books, printed with original Bodoni types and bound in vellum, will also be on view.

"New York Printing MDCXCIII"

UNDER the interesting above title the John Calhoun Club of Chicago is bringing out a folio volume containing facsimiles of the originals of all known New York imprints of that year, with an introductory note on the typography of William Bradford's early work, and a bibliographical essay on the first year of printing in New York. Douglas C. McMurtrie writes the Introductory note; and Wilberforce Eames, the Bibliographical Essay.

William Bradford, "Printer to King William and Queen Mary," in 1693 did the first printing in New York City. Specimens of his known work are widely scattered throughout the United States and Europe, and the assembling of the facsimiles here will provide a body of valuable source material not only for the history of printing, but also for the political and social history of the Colony of New York.

The edition of "New York Printing MDCXCIII" is limited to 240 numbered copies, for sale at forty dollars a copy.

AUTHOR'S PORTRAITS IN THE WOOD CUT TECHNIQUE

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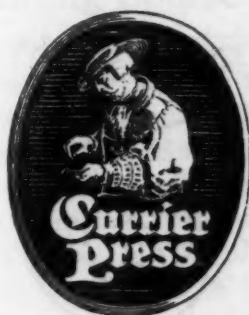


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The Currier Press

CURRIER & HARFORD, Printers, Ltd., of 460 West 34th Street, New York, in developing its plant further for book work, has adopted the name of "The Currier Press" for this part of its output, and it has sent out a very beautiful announcement of this new change. It also announces the fact that Mary McRae McLucas, formerly of the John Day Company and Yale University Press, has joined the Company to take charge of book design.

Well and Adams Buy Out Gaige

JAMES RAYE WELLS, for some time associated with William Edwin Rudge and Crosby Gaige in the publishing of fine books, and Elbridge L. Adams have purchased the publishing business formerly carried on by Crosby Gaige, and are planning to continue the business of publishing limited first editions of notable British and American authors, under the imprint of "The Fountain Press."

Among the books which are scheduled for production in the first six months of 1929 are the letters of George Moore to Edouard Dujardin; H. M. Tomlinson's essay on Thomas Hardy; "Julia Elizabeth," a play by James Stephens; a new book of stories by A. A. Milne; "Arabia Infelix," a poem by Aldous Huxley; "The Winding Stair" by W. B. Yeats; a new book of verse by James Branch Cabell; three new stories by John Galsworthy; "Old Mrs. Chundle," a tale by Thomas Hardy; and a new book of poems by Robert Frost.

It is the aim of the founders of The Fountain Press to issue books which, in their typographical details, shall maintain the highest traditions of American print-

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Program of Spiral Press

UNDER the general editorship of Howard Mumford Jones, the Spiral Press of New York announces a very interesting series of finely printed books, six titles each year, publication to be begun in March. Associated with Professor Jones of the faculty of the University of North Carolina are Kenneth B. Murdock of Harvard University, Harry Hayden Clark of the University of Wisconsin, Mark Van Doren, and Robert Morss Lovett. The series will be distributed thru Random House. The first title, to be issued in March, will be "The Day of Doom and Other Poems" by Michael Wigglesworth, who lived in the early days of the American Colonies and whose book was a best seller thruout the eighteenth century. This book is to be illustrated by Wanda Gag, and the 525 copies will be sold at \$6. "The Poems of Edgar Allan Poe," also scheduled for March publication, is to be edited by Professor Jones and will be printed in a limited edition of 585 copies at \$10. In the fall there will be the "Selected Poems of Herman Melville" edited by Mark Van Doren, many of the poems appearing for the first time in the United States since Melville's small and almost inaccessible editions. "A Collection from the Tales of Ambrose Bierce" with an introduction by Robert Morss Lovett and "The Philosopher of the Forest and Other Essays of Philip Freneau" edited by Harry Hayden Clark will also be issued in the fall.

The Spiral Press is at 91 Seventh Ave.

Communication

THE ENIGMA OF INK

Stanford University Press,
Stanford University, Cal.

Editor, *Publishers' Weekly*:

The enigma of ink presented in your December 15 editorial on the current Census of Manufactures is not so perplexing when one considers the likewise uncensused fountain pen. I suspect that annually less and less writing ink evaporates from ink wells even though more and more is usefully spread upon paper.

Your publication seems to us to be increasingly interesting and valuable.

WM. HAWLEY DAVIS, *Editor*.



Grabhorn Press in New York

THE Grabhorn Press of San Francisco, the output of which has taken its place in high favor among collectors and authorities on typography, is now announcing that it has moved to 510 Pine Street, which is near the center of town.

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Printing Course Starts

THE Printing Courses of New York University start their second term on Friday, February 8th, meeting at the Washington Square Building, 100 Washington Square East, the series to be on "Design in Printing" conducted by Walter Dorwin Teague, distinguished designer. The course is planned to be constructive and practical rather than academic and will endeavor to present the fundamental principles that underlie all design and illustrate their application to printing. It will treat the historical phase of the subject only as an aid to creative work today, and it will lay especial emphasis on the modern spirit and modern tendencies. The fee for the course is \$18, and application for enrollment should be addressed to the Secretary, College of Fine Arts, New York University, 100 Washington Square East, New York.

Lucian Bernhard

"LUCIAN BERNHARD," says Harry L. Gage in the January number of *The Linotype Magazine*, "has been in this country for some years, practicing in all fields of design, from type and typography to complete homes and business interiors. Swiss-German by birth, he distressed his teachers at an early age by a constant preference for drawing. 'Feder Zuege' (the pen flourishes which now come as ornaments for his Schoenschrift type) adorned all his text-books. Sketches filled his math. and science note-books. And so from his home in Zurich to Munich where he was surrounded by the earlier fires of modernism. He does not admit formal study of the arts, but rather a learning by absorption.

"First success came to Bernhard in poster design, where his very lack of academic manner gave his work a freshness of expression that brought him patronage. Later contact with furniture and fabric design, then the treatment of the entire room or building, broadened his field. Meantime, through the successive outbursts of the "isms" in art, futurism, cubism and the like, he retained his point of view: The type page should be readable, and the home should be livable."

CABELLIAN HARMONICS

By Warren A. McNeill

*With an Introductory Note
by JAMES BRANCH CABELL*



New York
Published by Random House
1928

"*Cabellian Harmonics*" is the first book done by Roger Ellis, *The Georgian Press*, for Random House, distributors of privately printed books

Helmer With Van Rees Press

WERNER HELMER, formerly book designer and typographer for Alfred A. Knopf, is now connected with The Van Rees Press.

Plea for Stained Tops

THE National Association of Book Publishers has forwarded to its members a copy of a letter received from Ralph D. Wilson to the Executive Secretary of the National Association of Book Publishers:

"No doubt you have seen the letters I have sent to the *Publishers' Weekly* within the last few years urging that publishers stain the tops of all books where they do not gild them. The reason for this is obvious, and most important to the bookseller in his dust problem.

"It is hoped you will use your influence in urging publishers to stain the tops of all books that are not top-gilded or boxed. Even if they are in boxes the tops will soil.

"Many a time has a customer been disgruntled on being handed the last copy of a book which was perfect in every way except dust on the white top on which some finger had left a print."

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Fly Rods and Fly Tackle. H. P. Wells. Revised and enlarged ed. Pub. Harper & Brothers. 1901.

MISS ADAMS BK. SHOP, 147 PIERREPONT ST., BROOKLYN, N. Y.

Henderson. Loiterers in N. Y.; Loiterers in New England. Doran.

The McKees of Virginia and Kentucky. George Wilson McKee. Pub. about 1891. J. B. Richards, Pittsburgh, Pa.

ALLEN & PROVOST, 5 CHURCH, BURLINGTON, VT.
Black Galcondo.

AMERICAN ANTIQUARIAN SOC., WORCESTER, MASS.
Williams. Lost State of Franklin. 1924.
Hawks & Perry. Doc. Hist. Prot. Epis. Church, 1863-4.
Bound volumes of old sheet music dating before 1850.

AMERICAN BAPT. PUB'N SOC., 1107 MCGEE ST., KANSAS CITY, MO.
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Prevost, Marcel. The Demi-Virgins. Holland Publishing Co. 1895; Simply Women.
Hervey, Harry. Caravans by Night. Must be 1st ptg.

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McCabe, Joseph. Empresses of Rome; Empresses of Constantinople.
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AVONDALE PRESS, 1841 BROADWAY, NEW YORK
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Mayer. Sea Shore Life.

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Greek Ollendorff. Asabel C. Kendrick.
Greenfield. Greek New Testament. With marginal notes.

BAPTIST BK. STORE, 301 GIDDENS-LANE BLDG., SHREVEPORT, LA.
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BARNES & NOBLE, 76 5TH AVE., NEW YORK
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Forthcoming Issues

✿ ✿ ✿ Frank Swinnerton may be known to the general public only as a novelist, but to the booktrade he is also known as an experienced publisher very well informed about what is happening and about to happen in literary London. Mr. Swinnerton will henceforth write for the *Publishers' Weekly* quarterly articles on the English booktrade. The first of these articles will appear in the February 23 issue. ✿ ✿ ✿

✿ ✿ ✿ Next Wednesday will be Ash Wednesday, and the Lenten season, when most booksellers feature religious books, begins. The following Saturday the *Publishers' Weekly* issues its annual Religious Book Number. Wilbur Hugh Davies of the Pilgrim Press has written an article for this number on "Selling Religious Books." Other contributors to this issue are Charles W. Ferguson of Doubleday, Doran, Gilbert Loveland of Henry Holt & Co., Dr. Samuel Cavert, General Secretary of the Federal Council of the Churches of Christ in America. ✿ ✿ ✿

✿ ✿ ✿ Dale Warren's article on the problem of review copies, "To Send or Not to Send," which appeared in the January

12 issue, contributed a practical point of view to a many-sided problem. Ralph W. Cram, editor of the Davenport, Ia., *Democrat and Leader*, sees the problem of publicity for books in another light. He sees this publicity in competition with publicity for perfumes and electric refrigerators. His article which will appear in a February issue, supplements those of George Fort Milton and Edwin Björkman. ✿ ✿ ✿

THE PUBLISHERS' WEEKLY

The American Booktrade Journal

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